

shipping MANAGEMENT



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ISSUE

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MAY, 1959

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WRITTEN FOR THE SHIPPER AND INDUSTRIAL TRAFFIC MANAGER



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highlight CRC meeting . . . p. 14

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Air cargo today—what it
offers the shipper p. 10

Los Angeles terminal
speeds
freight processing p. 27

Nine corrugated container
winners in fifth Fibre Box

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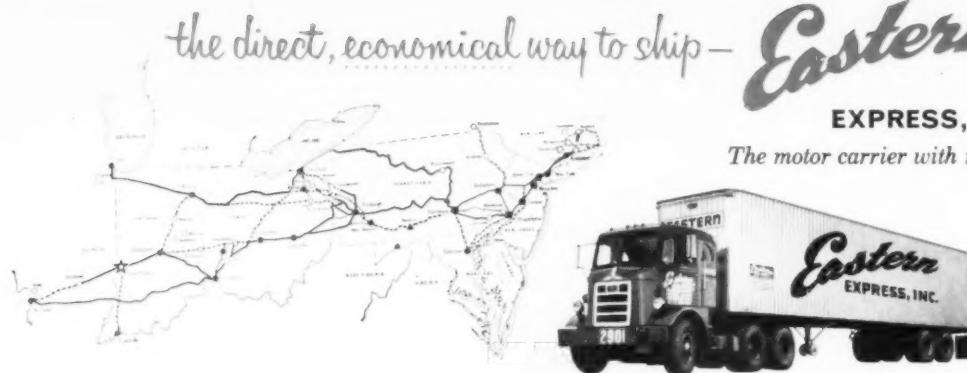
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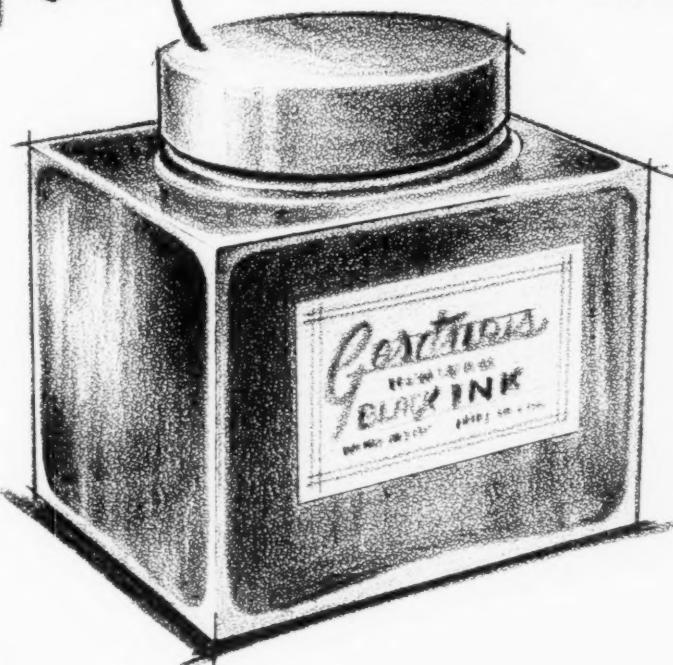
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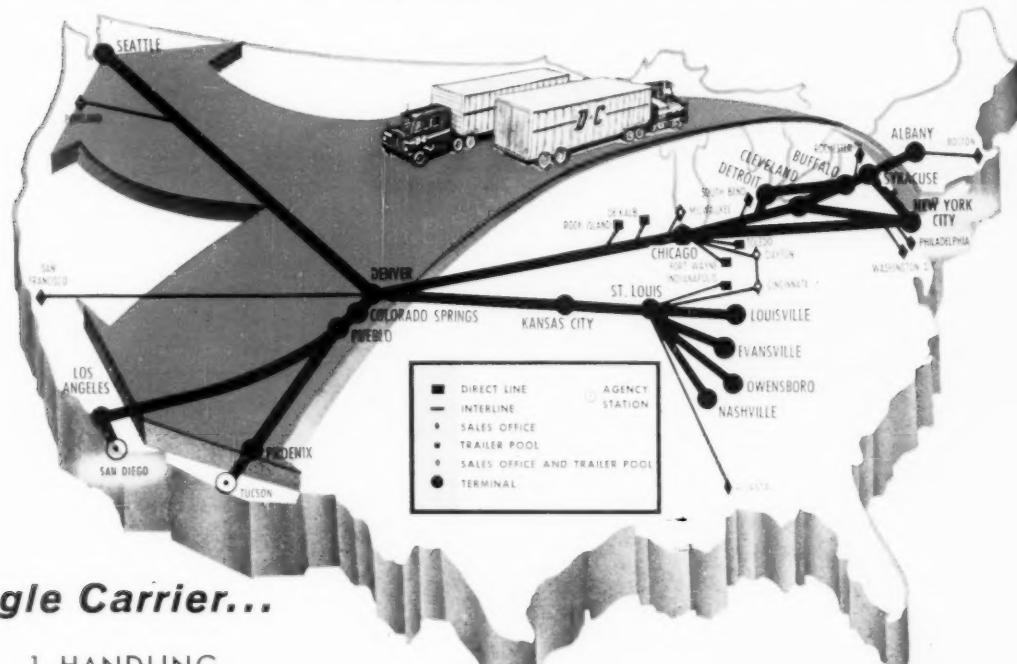
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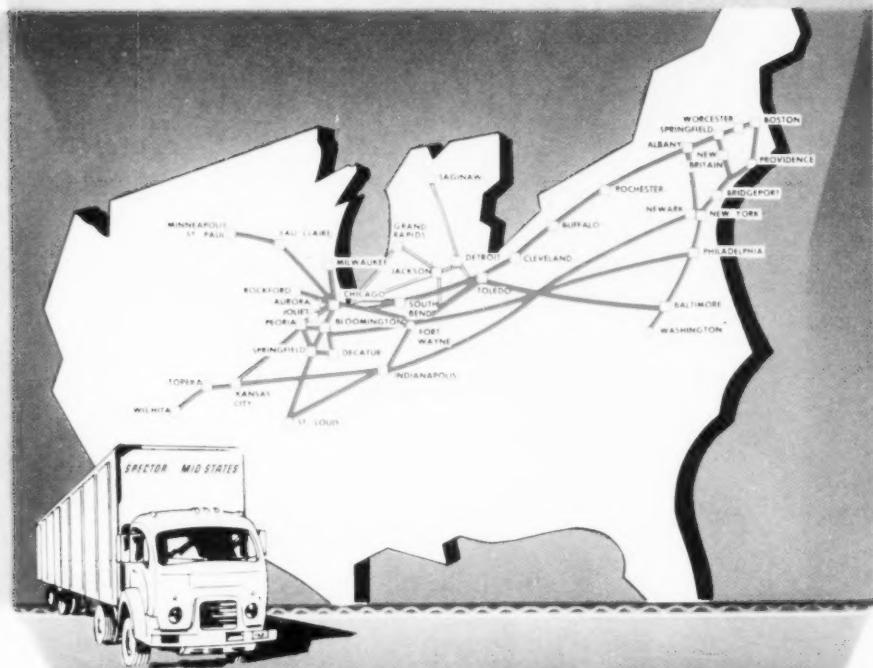
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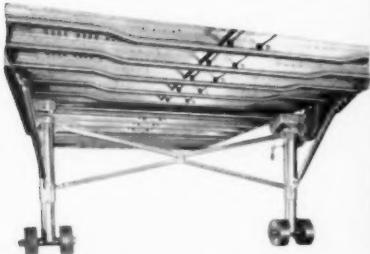


New 1959 Smooth Panel and Exterior Post Steel Volume★Vans

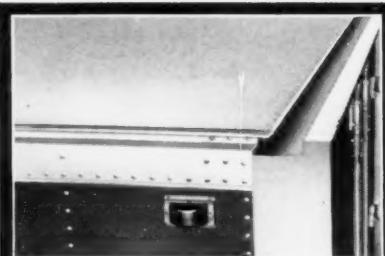
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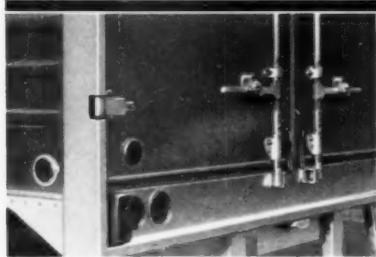
New Lightweight 2-Speed Steel Supports and Low Silhouette Coupler



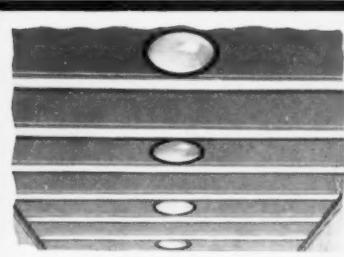
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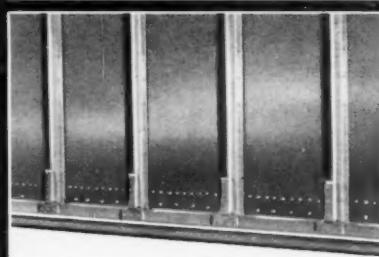
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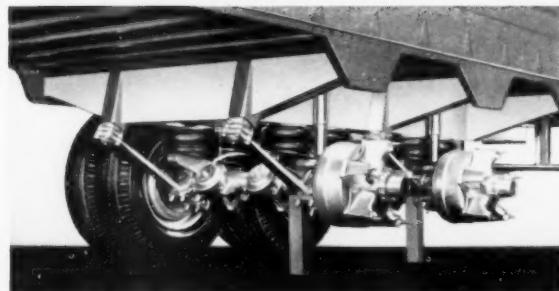


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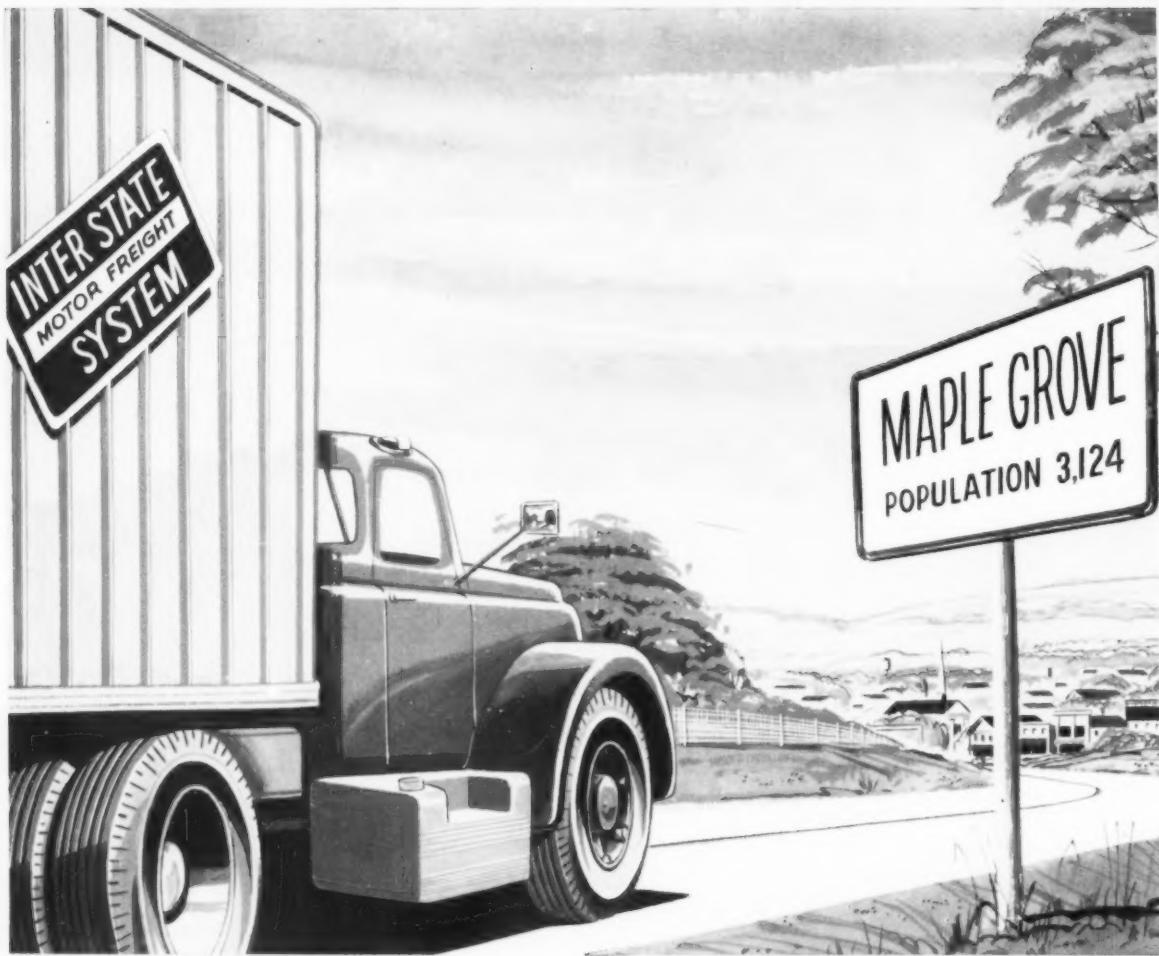
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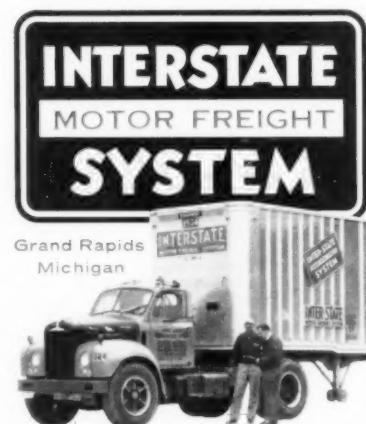
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Integrated truck-air service

Pooling their know-how and linking their facilities and equipment, a growing array of motor and air freight carriers are currently working side by side to develop and expand a new and highly effective transport procedure — integrated truck-air service.

To the shipper, constantly seeking fresh and more flexible methods for moving his goods from point to point, the advance of this type of service is of immense importance. For integrated truck-air service combines the best facets of air cargo and over-the-highway transport and enables the shipper to transport his goods faster and farther than ever before, at a price he can well afford.

Credit for pioneering integrated truck-air shipments must go to Northwest Airlines and its cooperating motor carriers, which last year inaugurated a coast-to-coast air-surface setup still setting the pace in the transportation industry. Under the Northwest program, truckers and the airline haul consignments from shipper to receiver on a through joint rate, with a joint truck-air bill of lading covering each shipment.

Teamwork between Aaxico Airlines and a variety of motor freight firms is likewise paying big dividends for the carriers and their customers.

The latest to enter the integrated truck-air field, meanwhile, is the all-cargo Flying Tiger Line, which has working agreements with three dozen of the nation's leading regional motor carriers. According to Flying Tiger, its new service will enable air-surface shippers to make overnight deliveries to customers near airports and second-day deliveries to customers in more remote areas.

Ripe with promise for the shipper, integrated truck-air service may be expected to burgeon in the years just ahead, as more air and over-the-highway carriers hop on the bandwagon.

Along with such developments as piggyback; fishyback; and containerization, integrated truck-air service should point the way to a new era in transportation — an era in which shipments will travel from consignor to consignee faster, smoother, and more dependably than ever before.

Publisher

Jets, integrated truck-air service, new loading and handling techniques are boosting the utility of air cargo. Here's what these developments mean to shippers.



Unique in design, Armstrong Whitworth Limited's Argosy is one of the world's first prop-jet airfreighters. Special features: Front and end loading doors; lightning-fast turnarounds; and a capacity equal to that of three C-46s.

• Air cargo is flying high!

The advent of the Jet Age, the rise of integrated truck-air service, sweeping improvements in on-the-ground handling procedures and equipment, and cargo facility developments at the nation's key airports have carried air freight to the threshold of the greatest boom in its history.

What does all this mean to the shipper? How are his consignments being processed, handled, and transported? And what lies just around the corner in air cargo?

The expansion of jet service will exert a spectacular impact on the movement of freight by air. Take jet speeds. Jets can now cover the distance from New York to Los Angeles in 4½ hours; to London in 6½ hours; to Paris in 7 hours; to Tokyo in 12 hours and 45 minutes; to Sydney in 19 hours and 21 minutes. In effect, this means that the dawning of the Jet Age has slashed the circumference of the globe by a staggering 50 percent.

Underscoring the significance of jet speed, in so far as the average shipper is concerned, S. C. Dunlap, American Airlines' Cargo Sales Manager, recently pointed out that a West Coast buyer, using jet transport, can purchase merchandise in New York in the morning, return to his home in Los Angeles that evening, and find the consignment he ordered on his receiving platform the very next morning!

Aside from adding a new dimension to the speed with which goods may be moved by air, expanded jet fleets will also send sky cargo capacity skyrocketing. A typical jet—Boeing's passenger cargo 707, for example—

Special Report:

Air cargo today---what it offers the shipper

can haul a full load of passengers, plus up to nine tons of cargo—equal to what can be carried aboard a heavily laden allcargo C-54. Because of the boosted capacity of jet aircraft, as compared with piston-driven planes, by 1960 jets are expected to triple the ton-mile lift of U. S. cargo carriers, pushing it from just over 2 billion to 6.6 billion ton-miles.

Looking ahead, R. A. Norden, president of Seaboard & Western Airlines, predicts that "it is inevitable, in the not too distant future, that air transport will move more cargo than passengers." And Willis G. Lipscomb, Pan American World Airways' vice president of traffic and sales, believes that "within 10 years, airline revenue from cargo will equal, if not surpass, passenger revenue."

Alert to the growing needs and demands of sky shippers, leaders in jet flight today—including the British Overseas Airways Corporation, Pan American World Airways, American Airlines, and Trans World Airlines—are pushing ahead with plans to employ jet-props and pure jets on a hauling of air freight.

Pan American, *Shipping Management-National Hi-Way Shipper* has learned, is "contemplating a major spending program for air freighters of the jet and prop-jet variety." And Riddle Airlines—an all-cargo carrier—has become the first in the indus-

try to order jet-prop cargoplanes. The Riddle program calls for the eventual purchase of four British-made Argosies—four engine planes with front and end loading doors.

According to the manufacturer, Armstrong Whitworth Aircraft Limited, the Argosy is one of the world's most efficient sky freighters, geared to complete "turn-arounds" in a hurry and to do the work of three C-465s—the type of plane Riddle is currently operating. On a ton-mile basis, moreover, the Argosy is expected to cut Riddle's direct operating expenses by a walloping 30 percent.

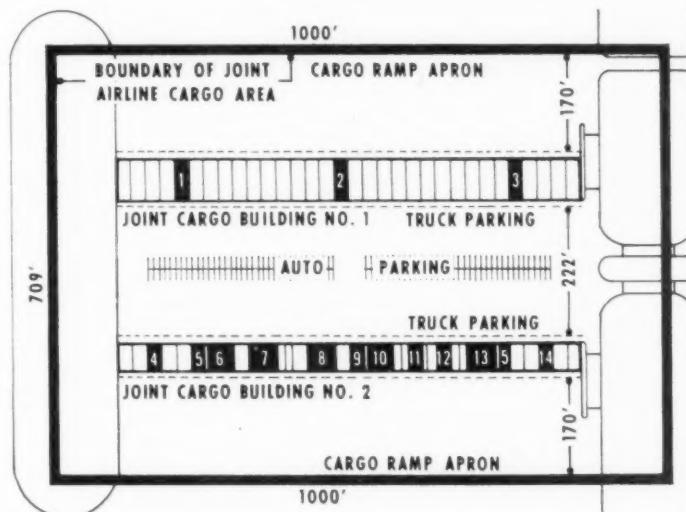
While the Jet Age unfolds, develop-

ments in another key area of air cargo—integrated truck-air services—are also moving into high gear.

A pioneer in the field, last year Northwest Airlines inaugurated a coast-to-coast truck-air system which is still setting the pace for other sky carriers. Under the Northwest program, truckers and the airline haul consignments from the shipper to the receiver on a through joint rate—a joint truck-air bill of lading covering each shipment.

Following Northwest's lead, not long ago the all-cargo Flying Tiger Line inked agreements with 33 of the nation's leading regional motor

Proposed for Chicago's O'Hare is this impressive cargo area—an area which would make O'Hare Airport one of the nation's foremost air freight centers.



Two-way radio, advanced equipment, modern terminals are expediting cargo handling.

carriers establishing integrated truck-air service covering more than 100 *Highway Service* — provides for through transportation between all air terminal points on the transcontinental system maintained by Flying Tiger and terminals served by the motor carriers. Overnight delivery is available between most of the air-truck terminals involved, while second day delivery is virtually assured on merchandise moving to "non-overnight" centers.

Explains J. L. Higgins, Flying Tiger's vice president: "Besides stepping up freight deliveries, the new combination service permits a single bill of lading on all combination shipments. Other advantages include tailgate truck-plane interchange of freight; the elimination of truck terminal transfer delays; and advance manifest service, enabling shippers to ascertain quickly the location and scheduled arrival time of cargo."

Some 11 Greyhound operating companies and a host of domestic air carriers, meanwhile, have launched another type of air-highway service.

This arrangement provides for the transfer of cargo from air to bus to air, thus establishing through service from off-line airline points to on-line or off-line destinations. Handling packages weighing no more than 100 pounds or larger than 24"x24"x24", the Greyhound operation is currently serving some 200 communities in 45 states.

One final indication of the mounting importance of integrated truck-air service is the recent acceptance by the National Motor Freight Traffic Association of a blueprint which would establish other coordinated surface-air programs. The plan would enable shippers to have their merchandise flown to an airfield nearest a given consignee and then have it moved the rest of the way by motor carrier.

Right in step with other advances in the dynamic air cargo field, on-the-ground handling techniques and equipment are being improved steadily. Typical developments in this area include:

- The growing utilization of two-way radio in pickup and delivery operations. American Airlines, for example, now uses radio to great advantage in the New York City area and reportedly has speeded up its ground schedules by more than two hours.

- A mounting reliance on advanced ground handling devices, geared to boost the speed and efficiency with which cargo may be transferred from ground-to-air and air-to-ground. United Airlines' Midway Airport operation is a case in point. The carrier has installed a unique roller conveyor system at its Chicago facility which has stepped up the processing and handling of cargo by over 40 percent. Replacing a system relying extensively on bins, pallets, and fork lifts, the new unit has reduced the number of handlings per item from 21 to 14.

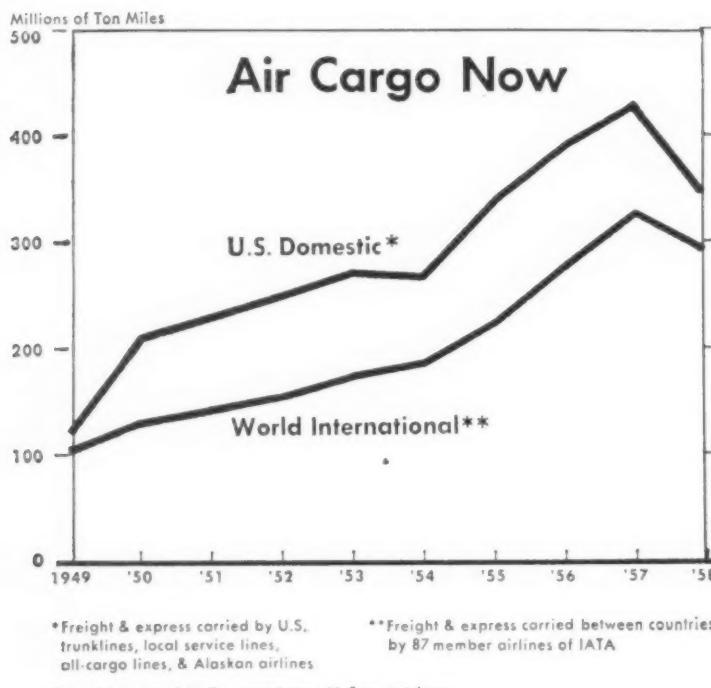
- Steps being taken by foreign carriers to expedite the movement of trans-Atlantic cargo. The British Overseas Airways Corporation recently introduced a new program designed to aid American importers and provincial British exporters by collecting U.S. bound consignments at four London railway stations. The airline's surface haulers then collect trans-Atlantic merchandise, rush it to London Airport, and, wherever possible, dispatch it to New York the same day.

- Updated cargo facilities, erected by leading air freight carriers. Delta Airlines, for instance, recently completed a new, highly mechanized air terminal at the Atlanta Airport. Purpose: To expedite the movement of freight to and from the Deep South. Special features: Loading docks endowed with space for eight trucks and three cargo-planes; a built-in conveyor system; and a cold storage compartment.

The fourth air cargo area in which steps are being taken to offer shippers expanded service and speedier processing of their merchandise involves recent cargo facility developments at some of the nation's leading airports.

New York International Airport's Air Cargo Center—resolving around an up-to-the-minute five-building cargo processing and handling facility—is providing shippers in the metropolitan area with super-service on all inbound consignments.

Newark Airport, meanwhile, is in the midst of a massive facelifting, designed to make it the second most important air cargo center in the world. (Idlewild is first.) The Port of New York Authority's blueprint for Newark calls for the construction of three jumbo-sized single-story cargo structures and an equally huge cargo service building.



how two mammoth companies measure traffic efficiency

How can traffic department efficiency be measured? What yardsticks may the traffic executive utilize to uncover the strong points and weaknesses in the program he administers?

At the General Dynamics Corporation's Convair Division traffic efficiency is determined on the following basis:

1. Adherence to budgetary allowances.

2. Maintenance of production schedules.

3. Freight costs per pound.

4. Savings in costs for the year.

The Koppers Company, meanwhile, judges traffic efficiency by the "total annual savings" the department has registered. Reports Koppers' James Haley, Transportation Vice President: "Our budget is about \$350,000 a year. We have a widely publicized agreement that we will give Koppers back at least two dollars for every dollar they give me to run my shop. We are mighty proud of the fact that never, in the last decade, have we failed to meet the terms of that agreement."

gravity storage system steps up order-filling operation

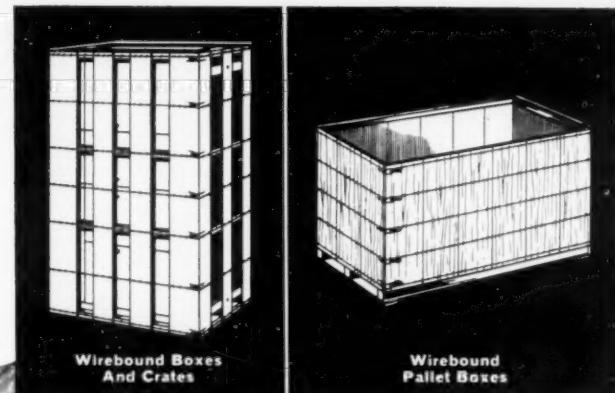
Outbound electronic tube orders are processed quickly and efficiently at the Radio Parts Company, thanks to a unique, adjustable gravity storage system.

Enabling the Pittsburgh firm to apply high-speed supermarket handling techniques to its order filling operation, the installation consists of a 21 foot long central picking aisle, fed on both sides by six sections of gravity storage equipment.

These sections contain an adequate supply of the 450 different types of tubes shipped by Radio Parts. Arranged in their appropriate alpha-numeric sequence, tubes may be located, picked, and packed with the greatest of ease.

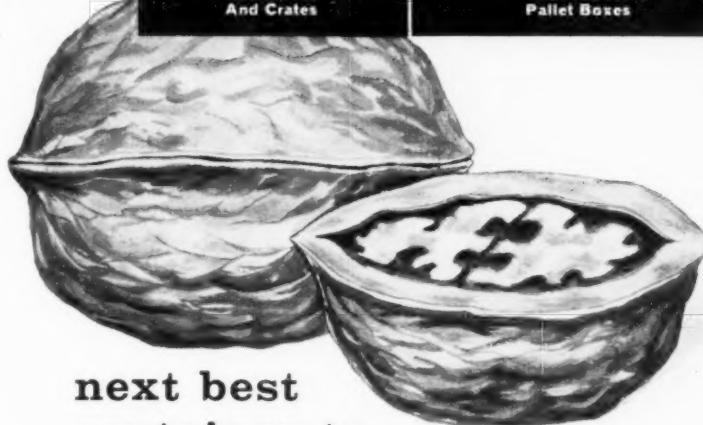
Contributing significantly to the effectiveness of the installation is the fact that its capacity is geared to the "movement rate" of the concern's assorted tubes. Fast movers are racked in full cases; medium movers in shelf packs; and slow movers as singles.

Aside from the stepped-up tempo of its order filling activities, Radio Parts has derived two other important benefits from its new equipment and procedures. Inventory control, the company reports, has now become virtually automatic, while the compact manner in which tubes are stored pending their shipment has resulted in a considerable saving in storage space.



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Awards, elections, highlight CRC convention see truck loading index as "vital barometer"

The Chicago Spring Meeting of the American Trucking Associations Customer Relations Council was a huge success. Over 350 members saw eleven truck firms receive special awards for their advertising and sales promotion programs. And six additional awards were given for outstanding programs and public relations.

William M. Hite of R-C Motor Lines, Greenville, S.C., was presiding chairman of the three-day convention which included election of officers and keynote speakers.

Among featured speakers were J. Robert Cooper, president of ATA; Dr. William A. Alexander, First Christian Church, Oklahoma City, Okla.; and noted economist, John K. Langum, Chicago, Ill.

"vital barometer"

Dr. Langum, president of Business Economics, Inc., called the new truck loading index issued weekly by the ATA, a "new and vital barometer of American business." He said that the truck tonnage index* for the week ending April 4th showed an 18 percent increase over the same period last year as compared with the general industrial production increase of 16.7 percent.

Truck tonnage index from all sources since 1940, he said, shows that the trucking industry usually runs ahead of industrial production in good years and does not suffer as much in bad times.

awards

Top awards for the best over-all advertising program were Consolidated Freightways Inc., Menlo Park, Calif., first place, and Eastern Express Inc., Terre Haute, Ind.

Best direct mail program winners were McLean Trucking Co., Winston-Salem, N.C., first, and The Mason and Dixon Lines, Kingsport, Tenn., second.

Winners for "best" in the following categories were: Single mail piece—Eastern Express, Terre Haute, Ind.; presentation piece—Spector Mid-States, Chicago, first; Midwest Motor Express, Inc., Bismarck, N.D., second; space advertising—Interstate Motor Lines, Grand Rapids, Mich., first; Pilot Freight Carriers, Winston-Salem, N.C., second.

Consolidated Freightways, Inc., won first for best internal sales promotion

program and Michigan Express of Grand Rapids, Mich., second. Pacific Intermountain Express, Oakland, Calif., took first place for best external sales promotion campaign, and The Mason and Dixon Lines, second.

special citations

Three motor carriers received special citations for outstanding programs. They were Spector-Midstates for its Christmas observance program, Eastern Express for incorporating industry institutional themes in its advertising, and Branch Motor Express, Brooklyn, N.Y., for a special employe debenture program.

\$1,000 award

Spector Freight System, Chicago, received the \$1,000 Great Dane Trailers-ATA Foundation public relations award. W. Stanhaus, president of the truck line announced that the check will be presented to Chicago's Mayor Richard Daley for use in promotion of the Pan-American games in Chicago this summer.

Other winners in this contest were Niedert Motor Service of Des Plaines, Ill., represented by vice president Ralph Niedert; and the Central Motor Freight Association of Illinois, represented by general manager William Noorlag, Jr.

officers

Newly elected officers for the CRC are: chairman—A. A. Smith, vice president sales, East Texas Motor Freight, Dallas, Tex.; vice chairman—C. E. St. Jeor, director of sales, Interstate Motor Lines, Salt Lake City, Utah; chairman planning committee—William G. Mitchell, director of sales, Eastern Express, Inc., Terre Haute, Ind.; and secretary—John P. McGill, American Trucking Associations, Inc., Washington, D.C.

The CRC will hold its 1960 April meeting in Dallas, Tex.

COVER PHOTO

Officers of the ATA's Customer Relations Council elected at Spring Meeting (l. to r.) W. G. Mitchell, chairman planning committee; W. M. Hite, retiring chairman; A. A. Smith, chairman; C. E. St. Jeor, vice chairman.

two-way industrial radio speeds operations—cuts costs

Want to pep up your shipping, receiving, and handling operations? Two-way industrial radio is doing just that at Lockheed Aircraft and Timken Roller Bearing.

At Lockheed's Marietta (Georgia) facility, the installation of a two-way radio system has boosted the utilization of available manpower and materials handling equipment by a wallop 85 percent; bolstered the plant's all-important fire and security programs; and cut manpower costs by 53 percent.

Outstanding gains have likewise been registered by two-way radio at Timken's Canton (Ohio) factory. Utilization of handling machinery has spurted by nearly 50 percent, matched by similar improvements in fuller utilization of shipping-production personnel, slashed handling expenditures, and a reduction in Timken's overall handling equipment needs.

Other companies employing two-way radio: Eastman Kodak; Kaiser Steel; Kellogg; American Bridge; Johnson & Johnson; and Thompson Products.

reinforcing machine and tape is faster and more economical

At Minneapolis' Land O' Lakes Creameries, Incorporated, strengthening corrugated cartons for export shipment is a smooth, speedy operation. Employing high speed automatic reinforcing machinery and pressure-sensitive tape, Land O' Lakes may now reinforce up to 12 cartons per minute, using only half as much tape as was formerly required under its discarded system.

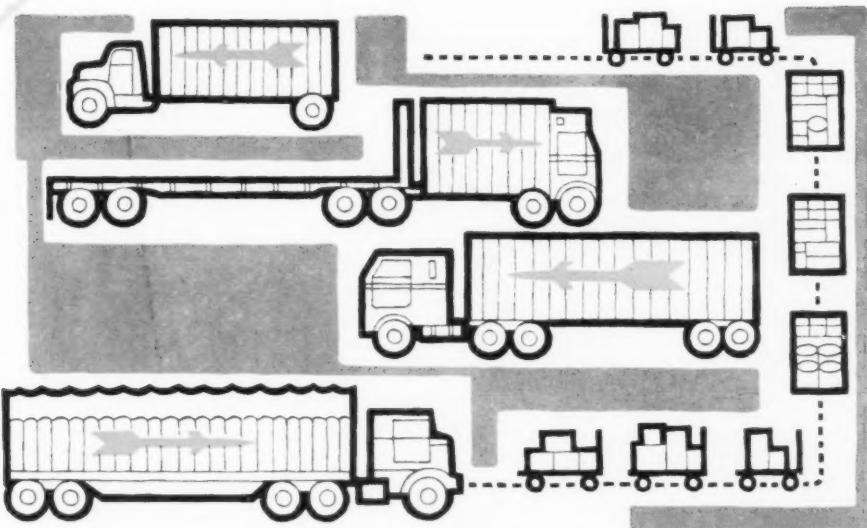
In addition to providing overseas consignments with foolproof protection against weather, handling, and transport hazards, automatic reinforcing with pressure-sensitive materials has slashed Land O' Lakes taping man-hours to practically zero and enables the firm to more than double its previous production rate.

ITMA dinner meeting

The Industrial Traffic Managers Association of Baltimore is planning a dinner meeting to be held at the Sheraton-Belvedere Hotel on Wednesday June 3.

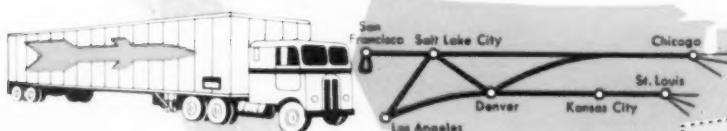
*Based on tonnage reports from truck terminals throughout the U.S.

Stay Ahead—Always Ship... **RINGSBY ROCKET**



THE MODERN WAY...

The most modern line-haul equipment on wheels travels over the 9000-mile Ringsby System. New, custom-designed 40-foot high-cube vans... versatile open top and flat bed trailers... non-stop sleeper tractors assure the fastest transportation for your freight. Shipments flow smoothly at both ends of the haul with Ringsby. Pickup and delivery is speeded by two-way radio—terminal freight handling is streamlined with automatic Towveyor equipment. Ship RINGSBY ROCKET... your freight moves constantly, quickly, safely, economically—the modern way!



RINGSBY TRUCK LINES, INC.

GENERAL OFFICES DENVER, COLO.

LINE OF THE ROCKETS

CHECK NO. 8 ON HELP-O-GRAM CARD

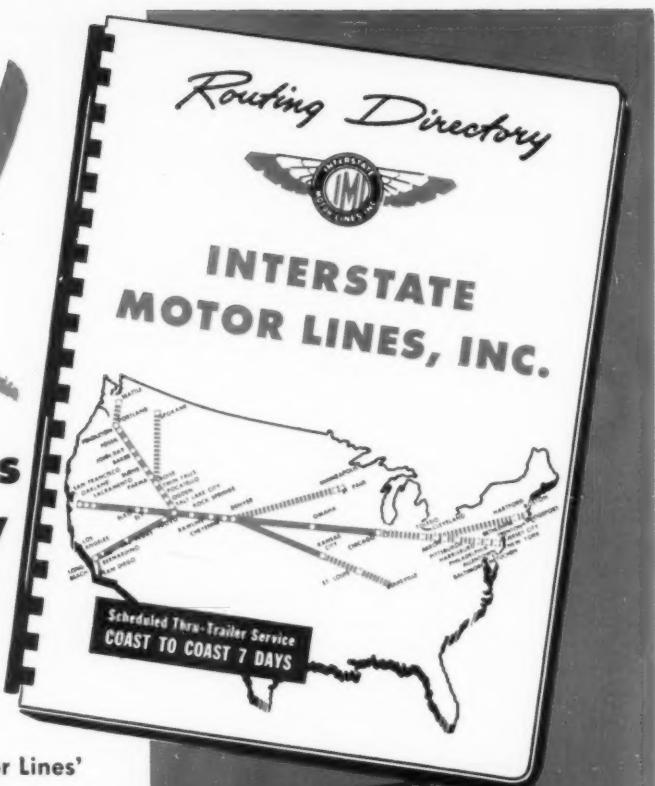
May, 1959

MAJOR TERMINALS

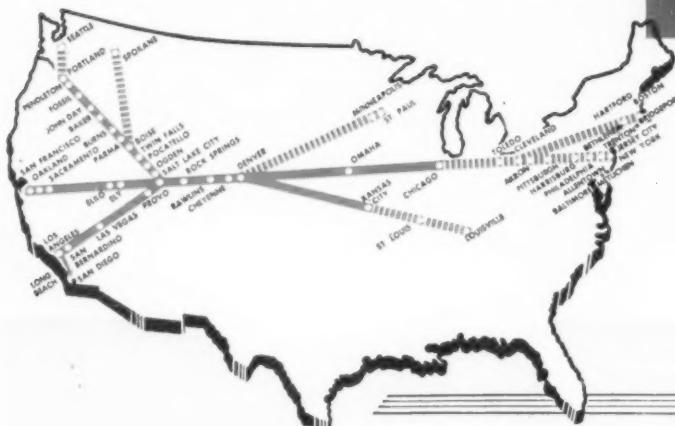
Chicago	5-7300
St. Louis	1-3751
Kansas City	3-9350
Cheyenne	2-9321
Denver	3-5761
Salt Lake City	HUnter 4-4481
Las Vegas	DUDley 2-4730
San Francisco	EXbrook 2-1055
Oakland	OLYmpic 4-1274
Los Angeles	ANgeles 2-3192

NEW!

**Ask for
your copy of IML's
Routing Directory
*NOW!***



Fresh from the printer is Interstate Motor Lines' 116-page directory of operational maps showing company routes, 17 city commercial zone maps and other information for shippers and receivers of freight. Ask for your free copy of this helpful directory.



Free!

IML's Routing Directory

Free copies may be obtained by contacting your nearest IML terminal or writing the Public Relations and Advertising Dept., 235 West Third South, Salt Lake City 1, Utah.



IML

Interstate Motor Lines, Inc.

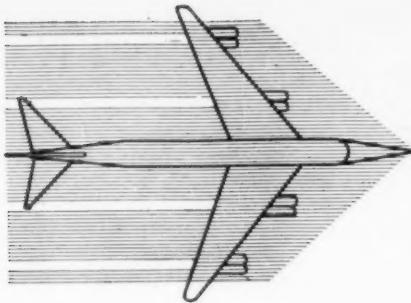


**Bonded, Insured
30 Years Under Same
Ownership and Management**

CHECK NO. 9 ON HELP-O-GRAM CARD

16

Shipping Management – National Hi-Way Shipper



AIR CARGO NEWS

Air Cargo—Present and Future will be the theme of the 1959 Shipping Management-SPHE Air Cargo Symposium, set for 3:00 PM, May 11th, at New York's Hotel Statler.

Featuring some of the nation's foremost air cargo authorities, this year's fact-packed session will be one any air minded traffic-transportation executive won't want to miss. Subjects to be discussed at the Symposium include trends in prop air cargo; the transition from prop to jet being made by sky carriers; jet air cargo and its meaning to the shipper; packaging for air; integrated truck-air service; and developments in on-the-ground handling.

Pan American World Airways has launched all-cargo flights between San Francisco and Manila . . . Guest Aerovias—now reorganized and ready to step up the tempo of its operations—has reestablished service linking Mexico City, Miami, Lisbon, Madrid, and Paris . . . Beefing up its trans-Pacific schedule, Northwest Airlines is currently operating eight cargo flights weekly between the U.S. and the Orient, including one brand-new all-cargo hop.

UAT French Airlines has opened a New York sales development office geared to serve North American air shippers. The carrier's new New York address: 39 Broadway. UAT operates regularly scheduled cargo flights from Paris to points in northern, western, and southern Africa . . . Japan Air Lines cargo-passenger flights linking Tokyo and Los Angeles, via Honolulu, get underway this month on a three-a-week basis. On June 1st, moreover, JAL will launch bi-weekly service between Seattle and Tokyo.

Iranian Airways has opened a new office in New York City. Address: 30 Rockefeller Center . . . Capitol Airlines has asked the CAB to remove all restrictions prohibiting non-stop service by the carrier between New York and Minneapolis.

A new Tokyo-Honolulu speed record has been set by a British Overseas Airways Cor-

poration Britannia prop-jet. Time for the flight: Nine hours flat . . . St. George,

Dramatic picture symbols—understood at a glance—are overcoming seemingly insurmountable language barriers in the international air freight field. Result? Safer cargo handling, expedited shipments.

The three "fragile" labels in the photo below illustrate the evolution of the cargo label from words to pix. Shown at the top, center, is Pan American World Airways' original all-text label. At the top, left, is the broken goblet label, recently junked by the world's airlines. And at the top, right, is the shattered goblet appearing on the IATA-approved "fragile" label which went into use last month.

The label at the bottom, left, meanwhile, is currently being utilized on consignments of perishable goods, while the two-arrow label at the bottom, right, now indicates "up" to air cargo handlers around the globe.





Japan Air Lines has opened a mammoth, multi-million dollar operations and maintenance base at Tokyo International Airport. The new center is expected to streamline the carrier's operational and maintenance setup.

American Airlines has announced that it will convert 10 of its DC-7B passenger planes to airfreighters as quickly as possible. AA's schedule calls for the first of its converted aircraft to be ready for service late this summer, with the other nine ready to go by August, 1960.

The DC-7B — still standard passenger equipment on the vast majority of domestic and foreign airlines — will provide American with the fastest all-cargo fleet in commercial use and will make possible increased capacity and frequency of airfreighter service to key cities.

Company officials report that the potential lift of the DC-7B's, if superimposed on that of American's present fleet of DC-6A's will more than double the capacity of the airline's freighter fleet.

Cities in line to receive DC-7B cargo service include New York, Los Angeles, San Francisco, Chicago, Detroit, Buffalo, Dallas, and Boston.

Celebrating its 40th anniversary, Air France, is boosting its trans-Atlantic schedule to 28 weekly flights. Of these, 23 will be non-stop Paris-New York hops; three will link Chicago, Montreal, and Paris; and two will be between Montreal and Paris... The final tally on international sky shipments in '58 is in. According to the International Air Transport Association, cargo carried during the past year increased by 20 percent over '57—to a record high of 55,147,202 pounds.

Northwest Orient Airlines has completed a new \$20,000 cargo-loading facility at Chicago's Midway Airport. The structure includes a sheltered, all-weather truck

dock at which two semi-trailers may be loaded or unloaded simultaneously and plenty of cargo storage space.

New regulations aimed at boosting the usefulness of deferred air freight have been put into effect by the Flying Tiger Line. Application of the rules follows a decision by the Civil Aeronautics Board permitting carriers and shippers to combine deferred and regular air freight, and allowing the diversion of deferred shipments to regular air freight.

(Deferred air freight, first authorized by the CAB in 1956, permits a shipper to obtain the lowest rates for air shipment by accepting a delay in delivery time. A shipper, for example, may obtain rates as low as 11 cents per ton mile—or nearly one-half the regular rates—if he is willing to accept a delivery schedule ranging from three to four days, depending on the distance his freight travels.)

Under the new rules, delivery time has been stepped up by five hours. Moving freight from New York to Los Angeles via deferred service, a shipper accepts four-day delivery. But he may now take delivery at 7 PM of the fourth day, instead of midnight.

Other advantages of the new rules pertain to the mixture of consignments. A shipper may now route a consignment part way by deferred and the balance by regular air freight, paying regular rates only for that part of the service rendered as regular air freight. He may also divert a deferred shipment in transit to regular air freight. And he may route his shipment part way by deferred and part way via surface, paying the charges applying to each part of the service rendered.

Seaboard & Western Airlines is seeking CAB permission to haul cargo and mail on trans-Pacific routes from the East, Midwest, and Far West, to points in Asia and the Southeast Pacific.

**In 1958 we put
\$1,164,000**

**on the line - to give YOU
Perfect Shipping in '59**

... and that's only part of the story. In addition to investing that sum in a continuing program of fleet expansion and modernization, we are backing it up with:

**Bigger and Better
Dock Facilities**

**More Efficient
Claim Prevention**

**Electronic
Billing**

**Greater Safety
on the Highways**

**P.S.
Coming This
Spring:**

**50 New GMC
Diesel
tractors**



Terminals: Kansas City • Chicago • Cleveland • Philadelphia • Trenton • Jersey City • Wallingford

CHECK NO. 10 ON HELP-O-GRAM CARD

May, 1959

New developments in corrugated containers slash damage, transport costs

• What's new in corrugated shipping containers? How are alert companies around the nation tackling and overcoming their packaging problems? What types of containers have they evolved to slash their transport costs, expedite shipments, and shield their merchandise more effectively against in transit damage?

Displayed last month at the American Management Association's Packaging Exposition in Chicago, the winning entries in the Fifth Fibre Box Competition—sponsored by the Fibre Box Association—furnish concrete proof that no packaging puzzler is so complex that it will not yield to a determined, carefully planned packaging improvement program.

For example, take the corrugated container now being used by the Bell & Howell Corporation of Lincolnwood, Illinois, in the shipment of its highly sensitive motion picture projectors. Awarded a gold ribbon in the fibre box competition, the carton contains a cleverly designed inner packing consisting of a single die-cut tube, replacing the three or more pieces formerly required to safeguard an outbound projector. In use, the die-cut tube is dropped over the projector and compressed until its horizontal space ribs are fully extended around the motion picture machine.

Achievements of the inner packing:

A versatility enabling Bell & Howell to use it to protect seven different types of projectors, plus drastically reduced packing line costs.

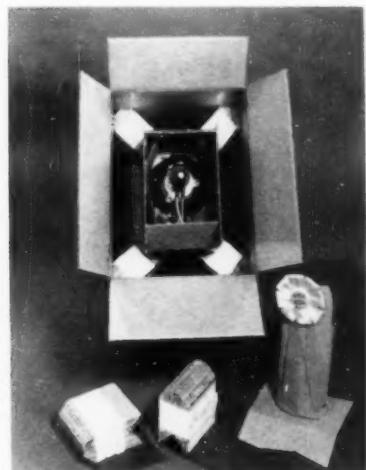
Also a gold ribbon winner, a new corrugated carton—being utilized for the transport of polyvinyl chloride—has updated the Elenora Chemical Company's packaging-handling-shipping operation. Double-walled for added strength, the container holds up to 1,000 pounds of polyvinyl chloride—a chemical formerly shipped by the Passaic, New Jersey, firm in cumbersome 50 pound bags.

The carton features a specially designed bellows fold, creating a frame inside the box calculated to make sidewalls rigid and prevent bulging. In addition, a corrugated pallet—weighing in at just under three pounds—is attached to the box, enabling fork lift trucks to handle outbound consignments of polyvinyl chloride speedily and efficiently.

Still other gold ribbon winners in the Fifth Fibre Box Competition included:

- A corrugated container, developed to safeguard in transit magnetron tubes. Used by Bomac Laboratories of Beverly, Massachusetts, this unique carton serves both as a tote box and a shipping container. The inner component is employed to move magnetron tubes from point to point in pro-

Container used by Bomac Laboratories in the shipment of fragile, costly electronic tubes.



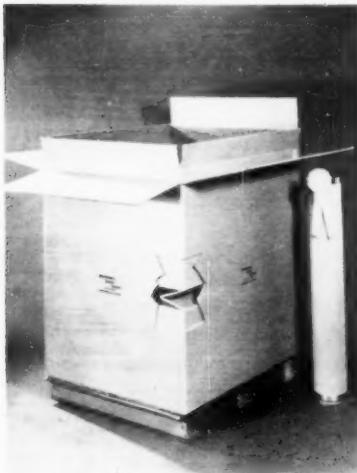
duction. Ready to be shipped, the inner container is then placed in an outer container and "floated" on four corner pieces made of combined corrugated pads and polyurethane.

Bomac's vastly improved shipping container replaces one utilizing a wooden base and aluminum canister, around which was placed a moulded rubberized hair form and an outer wooden case. Result? An enormous saving in shipping costs and the virtual elimination of damage claims.

- A packaging component developed to reduce damage to expensive radio-phonograph combinations. Currently being used by the Stromberg Carlson Company of Rochester, the gold ribbon winner is bolted to a corrugated skid and blocked on the top and on all sides with built-up glued blocks. A special inner packing, moreover, protects the ends of shipped radio-phonograph unit, allowing Stromberg Carlson to transport its radio-phonographs on end, rather than flat.

- A heavy duty, damage-proof corrugated shipping container for bulky

Corrugated shipping carton for polyvinyl chloride utilized by the Eleanora Chemical Co.



Unit employed in the transport of electrical transformers by the McGraw-Edison Company.



Carton for table top electric ranges used by the Hotpoint Div. of the General Electric Co.



electrical transformers, manufactured by the Pennsylvania Transformer Division, McGraw-Edison Company, Canonsburg, Pennsylvania.

Constructed of weatherproof corrugated board, the box effectively shields massive, yet extremely sensitive, 500 pound transformers from damaging jolts, and enables Pennsylvania Transformer to stack its products three-high, effecting a substantial saving in storage and transport expenditures.

• A corrugated carton geared to safeguard electric table top ranges. Employed by the Hotpoint Division of the General Electric Company, Chicago, the container's inner packing has been reduced to three die-cut sheets. Two side inserts provide clearance from front to back, side to side, and the bottom of the box, while the top insert serves as a hold down piece and also provides top clearance.

Reports the Hotpoint Division: "Our new table top range packaging has stepped up packing time substantially and reduced our warehouse space requirements."

• A highly effective container, designed for the safe shipping and handling of fragile electric clocks, produced by Haddon Clocks of Chicago. The die-cut inner packing of the box is geared to "float" the large glass case of the clock so that the unit will be completely protected from shipping and storage damage.

• A corrugated carton for nuts, screws, and bolts. Manufactured of 275-pound test combined container-board, the one-piece unit—currently being utilized by the Sterling Bolt Company of Chicago—is an innovation in the keg-type corrugated container. With its special die-cut design, the new box provides two thicknesses of corrugated on the four sides of the carton, four thicknesses on the bottom, and five layers at the top. The lid, which is recloseable, is a permanent feature of the box and doubles as a pouring spout.

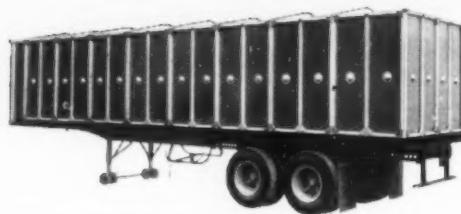
Another outstanding feature of the Sterling Bolt box: An interior coated with a highly-effective grease barrier, preventing machine oil on nuts, bolts, and screws from weakening container walls.

• A container designed to safeguard in transit metallic yarn on spools. Now in service at the Metlon Corporation of North Providence, Rhode Island, the unit is geared for double-duty—as a shipping container and as an interplant tote box.

Corrugated sheet is attached by adhesive to the bottom of the separators, which hold 18 spools each, making a convenient tray which may be used advantageously as a production tote box. Preparatory to shipment, two of these trays are then packed in the box; the flaps are sealed; and the yarn is ready to move to the customer.

According to Metlon, the new container has not only boosted packing and handling speed, but has slashed in transit damage to metallic yarn drastically.

The ABCs of aluminum foil as a packaging material are detailed in a profusely illustrated, 244-page book, available without charge from Kaiser Aluminum and Chemical Sales, Chicago 11, Illinois.

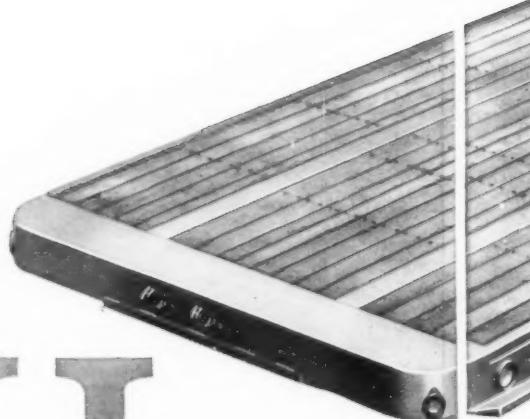


The J-RAIL can be quickly
and easily converted
to an open top with the
addition of newly designed
aluminum side panels.

announcing the

J-RAIL

*a rugged new Trailmobile flat designed
around super-strong T-1 steel*





Husky "J" shaped main rails are feature of new design that offers exceptional strength while eliminating unnecessary weight.

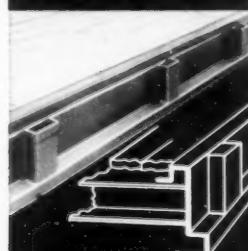
The J-RAIL is available in conventional lengths up to 40 feet—with any kind of suspension.



*lighter! stronger!
lower in price!*



Underside view shows how I-beam cross members go through husky "J" shaped main rails. Note that cross members are welded in place at intersection points.



Stake pockets accommodate lightweight aluminum racks for easy conversion to open top. Inset sketch shows unique one piece design of rub rail that adds extra strength.

The use of brawny T-1 steel (105,000 lbs. tensile strength) in the main rails of this new Trailmobile achieves a new standard of performance for flat trailers. Weight has been cut by literally hundreds of pounds! In fact, this powerful all steel design all but matches the lightness of aluminum units.

Approximate weight is only 8500 pounds—so with a 72,000 pound gross vehicle weight the J-RAIL gives you up to 50,000 pounds of payload capacity!

And you get all this profit capacity in a trailer that costs less than any comparable steel or aluminum flat available today.

Further, the J-RAIL will take tandem-tandem operation . . . can be equipped with any kind of suspension (including a standard tandem, 9 foot spread, Trail-Level air-tandem or sliding tandem) . . . and it can be easily converted to an open top with the addition of light aluminum racks.

Before you buy any flat, look into the singular advantages offered by the new Trailmobile J-RAIL. You simply can't get better performance—at any price.

TRAILMOBILE INC.

Cincinnati 9, Ohio • Berkeley 10, Calif.
Springfield, Mo. • Longview, Texas

CHECK NO. 11 ON HELP-O-CRAM CARD

May, 1959



**FRANKLY, SIR, OUR
GREATEST SERVICE
IS TO
YOUR CUSTOMER**



1 Your shipments are timed to meet his markets . . . when hours and minutes count.



2 Performance Counts! Our engineered fleet provides him fast, safe, claim free service.



3 Our terminals, strategically located in major distribution centers, assures him prompt "pick up and delivery."



4 He deals with courteous "customer trained" personnel in friendly service. Our representatives, trained in "customer service," provides prompt communications to fulfill his needs.

We provide service to over 27,000 satisfied customers in 30 states and Canada.



**Johnson Motor Lines, Inc.
Atlantic States Motor Lines**



GENERAL OFFICES: CHARLOTTE, N. C.
CHECK NO. 12 ON HELP-O-GRAM CARD

INTIMATE

n o t e s

...OF EMINENT PEOPLE

BY CURTIS C. STEWART

The 1959 Customer Relations Council sessions just held at Chicago's Edgewater Beach were highly successful, extremely interesting and well-planned. Come April '60, the CRC will meet in Dallas . . . CARROLL (WM. A.) named General Traffic Manager NEWSWEEK magazine hdq. Dayton . . . STONE (DONALD) joins sales staff DENVER-CHICAGO hdq. Los Angeles . . . DAVIAU (ALFRED S.) named Assistant Traffic Manager THE MENNEN COMPANY . . . DALBY (ARNO P.) Board Chairman T.I.M.E., INC., looking in on the Hawaiian situation. Is it time for T.I.M.E. in the 50th State?? . . . SHACKLETT (KEMP) appointed District Manager DENVER-CHICAGO hdq. Seattle . . . McGRATH (JOHN R.) appointed Traffic Manager HOWARD SMITH PAPER MILLS, LTD., hdq. Montreal . . . MILLARD (MARIION) P.I.E. sales exec., made his Chicago departure after sundown, and all in order to avoid picking up that breakfast check . . . TOEDTMAN (JAMES C.) Cleveland publisher, listens to some of those promotional ideas with a Mona Lisa smile . . . THORPE (GORDON) becomes General Sales Manager BROWN TRAILER COMPANY . . . SMITH (A. A.) newly elected CRC chairman, EAST TEXAS MOTOR FREIGHT sales exec., known among his friends as "Big A" or "Double A", is a serious student of "Modus Operandi" . . . CRIDDLE (M. V.) named Traffic Manager Union Oil Company hdq. San Francisco . . . JOHNSON (GENE) P.I.E. Board member, now visiting our 50th State. He looked in on Alaska in '58 . . . CHILDERS (RAY) appointed District Sales Manager TRANSCON LINES hdq. Chicago . . . RAYMOND (HARRY) District Director BUREAU OF MOTOR CARRIERS EYESEESEE, hdq. Chicago, retired April 30th after thirty-two years' Government service . . . HUMPHRIES (GENE) JOHNSON MOTOR LINES sales exec., is a specialist in HERPETOLOGY . . . O'GRADY (JACK) named District Manager SUPER SERVICE, INC.,

hdq. Chicago . . . DAY (FLOYD) named Secretary ASSOCIATED TRAFFIC CLUBS OF AMERICA hdq. Washington . . . BEAVER (HARRY D. JR.) elevated to Traffic Manager REVERE COPPER AND BRASS hdq. Rome, New York . . . TRAYNER (RAY) named District Sales Manager HENNIS FREIGHT LINES hdq. Chicago . . . WENTZEL (RUSS) well-known West Coast insurance executive, picking up prexyship WESTERN HIGHWAY INSTITUTE hdq. San Francisco . . . KLECAK (G. L.) joins sales staff P.I.E., hdq. New York . . . RUDY (KENNETH D.) named General Sales Manager GENERAL EXPRESS, INC., hdq. Chicago . . . SZABO (DICK) INTERNATIONAL HARVESTER traffic exec., is quite clever with that special deck . . . POST (R. DALE) becomes Vice President-Sales ALL-STATES FREIGHT, INC., hdq. Akron . . . McALLISTER (JOHN H.) assumes duties General Traffic Manager DOMINION FOUNDRY AND STEEL CO., hdq. Hamilton, Ontario . . . COHEN (LARRY) NAVAJO FREIGHT LINES prexy looks in on Chicago with a degree of regularity . . . CASSADY (CHILTON) appointed District Sales Manager HOOVER MOTOR EXPRESS hdq. Louisville . . . BIRLENBACH (SCRIBNER) TRANSCON prexy departs on 56-day European tour . . . CHILDRESS (WM. M.) appointed Assistant Traffic Manager STANDARD LIME AND CEMENT CO., hdq. Baltimore . . . AHERN (JOHN T.) joins sales staff JOHNSON MOTOR LINES hdq. Hartford . . . ARNOLD (WALTER) elevated to position Director of Traffic MOORMAN MANUFACTURING CO., hdq. Quincy, Indiana . . . O'BRIEN (IRBY L.) MONSANTO CHEMICAL COMPANY traffic exec., re-elected to presidency ILLINOIS TERRITORY INDUSTRIAL TRAFFIC LEAGUE . . . BAILY (WM. P.) joins traffic department MAYTAG COMPANY hdq. Newton, Iowa . . . BREEN (PAUL) appointed District Manager WILSON FREIGHT FORWARDING COMPANY hdq. Chicago.

**treat shipping room scales
with care—and save money**

Proper scale care can save you money!

Recommended by scale manufacturers, in a recent survey conducted by *Shipping Management-National Hi-Way Shipper*, are the following steps, designed to lengthen the life of your equipment and make every weighing an accurate one:

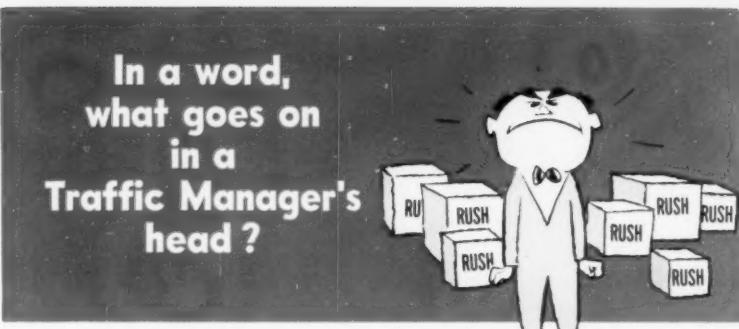
1. Keep your scales clean. Nothing ruins precision parts faster than dirt and grime.

2. Never drop loads on a scale platform. E-a-s-e them on.

3. Watch out for overloading. Use the right scale for the right job—a heavy duty unit for heavy jobs, a lighter scale for jobs requiring less scale capacity.

4. Have your scale inspected frequently at regular intervals. Remember! It's money you're weighing! Tests will reveal inaccuracies quickly, instead of letting them mount up to huge losses.

5. When your scale becomes unreliable, replace it. Replacement costs only a tiny fraction of what scale losses, due to inaccurate weighing, could cost you.



All kidding aside we know that Traffic Managers often become the "goat" in a situation which is not of their own making. That's why we at Texas Arizona Motor Freight pay attention when one screams, "RUSH!" We're here to help make your job easier by providing the fastest, most dependable possible service between the Gulf Coast and the Pacific Coast and intermediate points. And we're not afraid of the word, "RUSH!"

Call **T-A** *First*



**Daily connections to points
in the West, Southwest and Deep South.**

**If T-A can't serve you, be sure you use a
RESPONSIBLE, REGULATED MOTOR COMMON CARRIER.**

TEXAS-ARIZONA MOTOR FREIGHT, INC.

CHECK NO. 13 ON HELP-O-GRAM CARD



*If they're
out of the way
—and need it
right away...*



IT'S THERE IN HOURS... AND COSTS YOU LESS!

**24 HOUR SERVICE...7 DAYS A WEEK...
HOLIDAYS TOO!**

Your packages go anywhere Greyhound goes...and Greyhound goes over a million miles a day! That means faster, more direct service to more areas, including many places not reached by other public transportation.

Packages get the same care as Greyhound passengers...riding on dependable Greyhound buses on their regular runs. And you can send C.O.D., Collect, Prepaid—or open a Charge Account.

Call your nearest Greyhound bus station or write to Greyhound, Dept. T5, 5600 Jarvis Ave., Chicago, Ill.



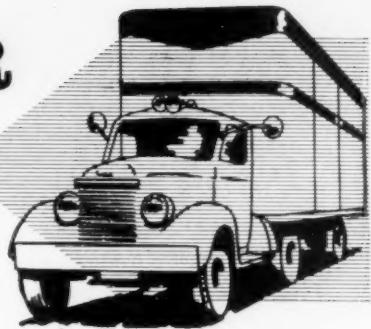
CHECK NO. 21 ON HELP-O-GRAM CARD

26



Shipping Management — National Hi-Way Shipper

VIA MOTOR CARRIER



A new, ultra-modern, highly-mechanized terminal—strategically located in the heart of Los Angeles' industrial district—is the Denver Chicago Trucking Company's answer to Southern California's burgeoning motor freight transport needs.

Scheduled to open this month, the facility is certain to be a pace setter in the trucking industry for years to come. For one thing, it incorporates the latest advances in motor freight terminal design. For another, the unit contains the most mechanized handling equipment to be found at any terminal in America today.

Built at a cost of nearly \$2 million, once the 480' long X 112' wide terminal moves into high gear, it will be capable of servicing 96 vehicles at one time. Thanks to a complex "dockveyor" system—described as the longest ever installed in the Far West—inbound and outbound merchandise will be moved and handled with unparalleled ease and efficiency, providing shippers with fast, sure processing of their consignments.

Other outstanding features of the new facility include:

- A 10,000 square foot vehicle maintenance service center.
- A 460,000 square foot asphaltic concrete yard area.
- An adjoining terminal office unit containing 16,240 square feet of working

space.

Completion of this latest link in the D-C chain is another step in an extensive modernization and improvement program that is streamlining the carrier's far-flung operations. Not too long ago, D-C opened spanking new terminals in Chicago, Cleveland, and Kansas City.

Its New York center, moreover, was recently overhauled from top to bottom.

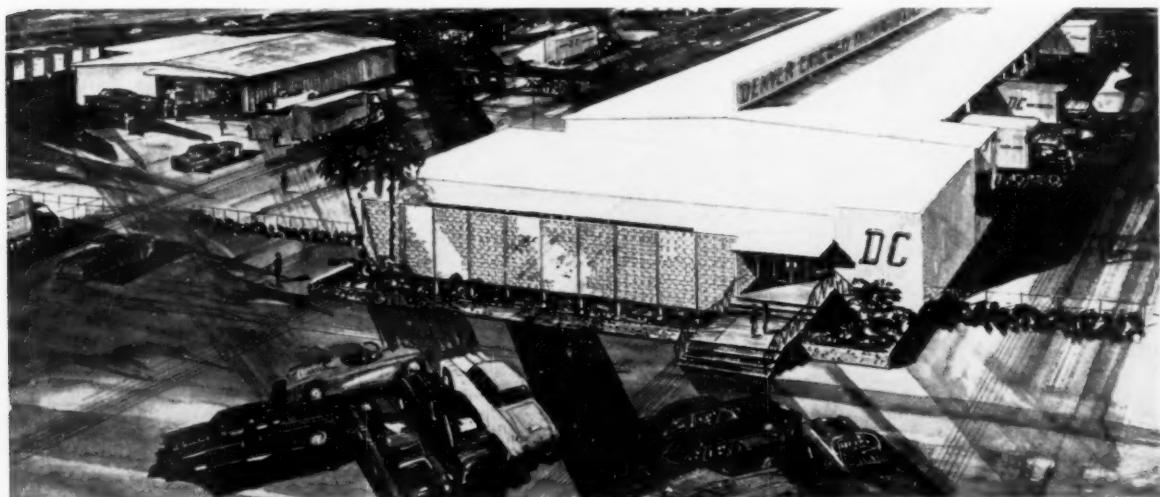
Along with widespread improvements in its terminal units, D-C is also updating its over-the-highway equipment.

Despite the fact that none of its rolling stock is over three years old, this year D-C is adding some \$2,675,000 in new sleeper cab equipment, tankers, trailers, and city pickup components.

Additional emphasis, meanwhile, will be placed on keeping existing equipment in A-1 condition through alert maintenance and repair at D-C's shops in Denver and Chicago.

The prime purpose underlying D-C's intensive modernization drive, company officials report, is to heighten the carrier's ability to provide a growing array of customers with direct, one-carrier service from California to New York.

Coast-to-coast service has been a D-C mainstay since the carrier was granted exclusive operating rights between New York City, Seattle, and Los Angeles.



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... traffic news ...

R. G. Howell has been appointed vice president of the Fruehauf Trailer Company . . . **C. M. Culpepper** has been named Houston resident sales rep for the British Overseas Airways Corporation . . . Four new men have joined the Interstate Motor Freight System's sales department. **C. N. Hansen** and **J. L. Diaz** will operate out of IMF's Chicago terminal; **M. J. Hurley** out of its St. Louis unit; and **J. L. Gleason** out of its Cincinnati facility.

W. F. Stewart has been appointed terminal sales manager at Knaus Truck



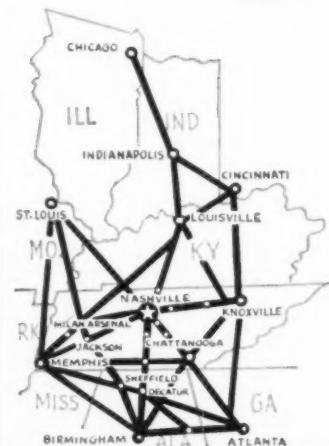
W. F. Stewart

Lines' Kansas City facility . . . Appointed assistant sales manager of the Stone Container Corporation's Chicago corrugated container plant: **H. J. Spohr** . . . Transport Indemnity has opened a special group claims office in Denver . . . Consolidated Freightways has named **T. M. Mayfield** to the post of Midwest Region Sales Manager . . . Named Global Van Lines' treasurer: **M. Olson**.

A. Iggyaro has been appointed regional cargo sales manager for Sabena Belgian World Airlines . . . Upped to the post of superintendent of station ramp operations at Northwest Orient Airlines: **J. D. Anderson** . . . **S. C. Torno** has been elected president of the Packaging Association of Canada . . . **O. M. Hendrickson** is the Pacific Northwest Motor Carrier Conference's president for '59. Mr. Hendrickson is vice president of Los Angeles-Seattle Motor Express . . . **M. I. Aitken** has been named president of the Hoist Manufacturers Association. Other officers include **J. S. Jackson**, vice president; **C. O. Hedner**, **W. C. Miles**, and **R. C. Blair**, directors; and **J. H. Peritz**, executive secretary and treasurer.

Changes at Brown Trailer: **F. G. Thorpe**, appointed general sales manager, and **R. A. MacLauchlin**, general manager of branch operations. Previously (Continued on page 32)

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CHECK NO. 19 ON HELP-O-GRAM CARD

May, 1959

MOTOR CARRIER DICTA

By David Axelrod

originating carriers duty

When a shipment of goods is delivered to an initial carrier to be transported over its facilities and those of other connecting carriers, it was held by the Minnesota Supreme Court that it was the duty of the original carrier to notify the connecting carriers of the method of transportation

and manner of delivery which are essential to enable the connecting carriers to receive, transport, and deliver the goods according to the contract with the shipper.

This includes the duty to notify the connecting carriers whether goods are transported on an order bill of lading or a straight bill of lading so they

may apprise the terminal carrier whether the goods can be safely delivered without procuring a surrender of the bill of lading. Where the holder of an order bill of lading continues to attempt to collect the amount due on a shipment of goods delivered by the carrier to the notified party named in the bill of lading without a surrender of the bill of lading, there is no ratification of the wrongful delivery even though the holder of the bill of lading continues to do business with the consignee in the bill of lading.

terminal areas

In a recent decision of interest, the term "unincorporated community," as defined by the Interstate Commerce Commission, was held to be not broad enough to include either "a community consisting of a church, a general store, and six residences" or "a community consisting of sixty-two lots whereon only four houses have been built," so that a motor carrier authorized to serve them can have thereat a terminal area.

In brief, every cluster of dwellings, residential or industrial settlement, collection of farms, housing project, or real estate development is not to be considered as an "unincorporated community" within the meaning of the Commission's definition of that term.

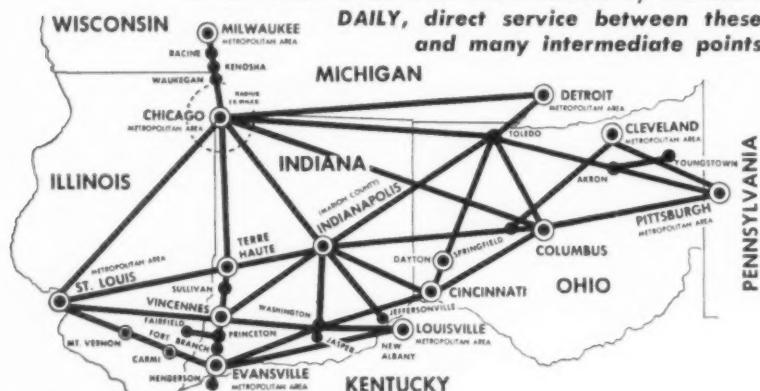
financial stability

The Commission recently denied a proposed acquisition of control through purchase, and as grounds therefore stated the following reasons: possession of a carrier's stockholders of adequate resources is not a satisfactory substitute for financial stability of the carrier itself; appreciation of values through appraisal is not properly capitalizable to support the issuance of securities; over-capitalization is unjustified, especially where it results from the issuance of securities to finance the purchase of intangible properties; and purchase consideration cannot be excessive.

Interior Packing of Corrugated Boxes may be the key to reduced damage, more effective packaging at your company. Recently published, the booklet is yours for the asking from the Union Bag-Camp Paper Corporation, 233 Broadway, New York City.

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EVANSVILLE, INDIANA

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YOUNGSTOWN, OHIO

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Melrose 4-6363

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Tashmoo 5-2535

TERRE HAUTE, INDIANA

Crawford 9689

MILWAUKEE, WISCONSIN

Evergreen 3-6040

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Arriving San Francisco tonight. She'll be in Tokyo in 36 hours



Provided, that is, that you've shipped it on BOAC's new service to the Orient. The first jet-prop Britannia on this new* route leaves New York.

First great advantage the new jet service gives you is that your cargo clears customs in New York! It is bonded right through to its destination. There are *no* additional customs inspections en route. (Cargo loaded at San Francisco or Honolulu is, of course, cleared through customs in these cities.)

Second advantage is that your cargo remains on the *same* plane all along the route; right from New York, through San Francisco, Honolulu, and Tokyo, to Hong Kong. At no point is your cargo disturbed, off-loaded, or transhipped, before it reaches its destination.

The announcement of the new BOAC jet service from New York, through San Francisco, to the Orient will doubtless have many importers, exporters and shippers wondering *how* they can best take

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May, 1959

advantage of it. If you would like to receive full, detailed, factual information about this new service, or any other aspect of BOAC world-wide Air Cargo Service, please send in the coupon below.

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- Cushioned hand wheel and handle, safety hood and other features make the Ideal easier to use — saving labor costs.
- Exceptionally long life — many Ideals have been in service over 20 years.

Traffic News

Continued from page 28

boosted to the post of sales director at the company is **A. A. Kearney** . . . Expanding its services and facilities, Lifschultz Fast Freight has opened still another new terminal—this one in Providence, Rhode Island.

The Spector Freight System has awarded Distinguished Salesman's Awards to four top-notch sales reps. Honored: **D. Hall**, **H. DeClerc**, **J. Dillon**, and **R. Gallagher** . . . New president of the National Wooden Box Association is **J. C. Anderson** . . . **P. H. Coburn**, head of the National Safety Council's



P. H. Coburn

Motor Transportation Division, has been appointed Director of Safety and Personnel for Hennus Freight Lines, Incorporated . . . **G. T. Pfifer** has succeeded **M. E. Stover** as vice president-finance at Mack Trucks, Incorporated.

M. Walsh has been upped to the position of traffic manager at the St. Regis Paper Company . . . **E. D. Rose** has been named sales manager of the Stone Container Corporation's Western Paper Box Division . . . Appointed supervisor of freight audit at U.S. Gypsum: **J. McCourt**.

G. W. Huber is the Ryder System's new purchasing director . . . Appointed public relations rep for Air France on the west coast is **G. L. Hearn** . . . **F. J. Baumer** has been named traffic manager by the Wood Shovel and Tool Company . . . **J. J. Kipnees** has been chosen manager of Container Laboratories' New York Division.

Pitney-Bowes, Incorporated, has opened 14 new sales and service offices. Location of the centers: Beaumont, Texas; Bronx, New York; Columbia, South Carolina; Baton Rouge, Louisiana; Corpus Christi, Texas; Manchester, New Hampshire; Montgomery, Alabama; Raleigh, North Carolina; Roanoke, Virginia; Orlando, Florida; Springfield, Illinois; Tacoma, Washington; Evanston, Illinois; and Oak Park, Illinois . . . The St. Regis Paper Company and Monsanto Chemical have announced the formation of the Fome-Cor Corporation. The new organization will manufacture and market Fome-Cor, a foamed plastic and paper "sandwich" material.

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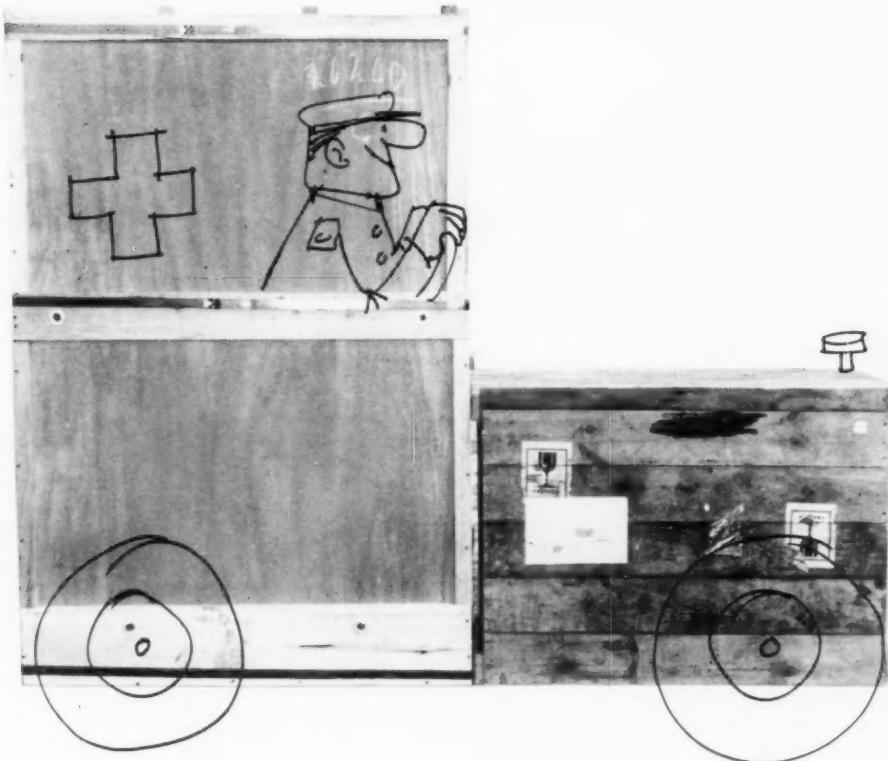
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OFFICES ALL OVER THE WORLD

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GENTLE DELIVERY FOR CARGO

Fast and gently Sabena handles up to 5 tons of cargo daily... on non-stop passenger flights to Europe! This means strict departure, faster transport, surer arrivals on time!

Your cargo lands in Brussels, Europe's #1 through-booking point, the "Heart of Europe"! It goes through quick customs... then directly to one of Sabena's all-cargo planes which rush shipments to 105 destinations in Europe, Africa and the Middle East.

For speed... safe handling... economy... specify



BELGIAN *World* AIRLINES

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May, 1959



If you regularly address 5 or more cartons per shipment, you can make important savings and avoid costly errors by addressing your multiple shipments with

STEN-C-LABL*

As a by-product of office procedure

You can prepare STEN-C-LABL at the same time as your invoice, order, bill of lading or shipping papers—whatever your procedure or equipment—manual or electric typewriters, electric billing or accounting machines, slave machines or various IDP systems.



Imprinting direct to PANI-LABL on carton

Your shipping department makes unlimited impressions with STEN-C-LABL Applicator direct to PANI-LABL printed on carton eliminating expensive, time-consuming gummed labels. All addressing errors, mis-shipments and repetitive writing are avoided.

There's a STEN-C-LABL* to fit every multiple shipping need . . . for imprinting on PANI-LABLs, gummed labels or tags . . . whatever your requirements.

You might be shocked . . .

. . . to find how antiquated and outdated your present method of addressing multiple shipments actually is. Five minutes of your time in checking your multiple shipping procedures may save you thousands of dollars!

Send for FREE BROCHURE giving full details!

STEN-C-LABL, INC.

Dept. SM-5, 1021 University Ave., St. Paul 4, Minn.

Please send me FREE BROCHURE on saving with STEN-C-LABLs.

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CHECK NO. 25 ON HELP-O-GRAM CARD

34

M. Murray has been appointed downtown-Manhattan sales rep for Red Star Express Lines . . . T. Lear has been named General Sales Manager at Watson Brothers Transportation Company . . . Picked as manager of Aero Mayflower Transit's International Division: M. Cameron . . . H. E. Foulkroad has been ap-

pointed truck sales organization; E. H. Watkins, appointed manager of the New York district; R. E. Hume, chosen as manager of the Albany district; and R. Criss, appointed manager of fleet sales for the New York area.



H. E. Foulkroad

Named assistant to the president at the Service Trucking Company: F. E. Asher . . . United Airlines' new ground services manager at Bakersfield, California, is J. M. Fogarty . . . H. Hebert has been promoted to terminal manager of Interstate Motor Freight System's Albany, New York, operation . . . The Watson Brothers Transportation company has moved its hq to a new building in Omaha. Address: 1910 Harney Street.

pointed executive vice president of the Fruehauf Trailer Company . . . J. M. Moran has been appointed British Overseas Airways' sales rep in Boston.

P. F. Young has been named package engineer for the Cushioning Products Division, Armour and Company . . . Named Director of Traffic at the Container Corporation of America is Edward T. Hayes . . . Three executive changes in International Harvester's mo-

Three key promotions at Texas-Arizona Motor Freight boost C. M. Rolison to vice president in charge of operations, W. T. Miseneheimer to vice president in charge of sales, and M. H. Zabriskie to director of sales . . . Named traffic manager at the Merchants' Warehouse Company: W. B. McKinney . . . Appointments at Fruehauf Trailer Company include R. R. Meadows, Jr., as branch manager of Fruehauf's Charleston, West Virginia, branch, and J. Branch as manager of the company's Nashville factory unit.

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FLEXIBLE ROUTING, trouble-free shipping. The latest in highway going is the specialty of this carrier. Check 1 for details.

FAST SERVICE on LTL shipments and second morning deliveries, Great Lakes to Gulf. Check 2 for info.

THE MOST MODERN techniques and warehouses give you the best storage service ever. Details if you check 3.

DAILY, CONSISTENT, DEPENDABLE motor freight service. Linking 20,000 business centers. Sound good? Check 4.

MONEY-MAKING BACKBONES of leading carriers' fleets are the trucks made by this company. FREE info, check 5.

99.5% CLAIM-FREE SHIPMENTS. And 8 out of 10 claims settled in 30 days. It's done by staff transportation experts who prevent mistakes before they happen. Check 6.

COMBINE THE STRENGTH OF STEEL and the light weight and resilience of wood . . . for superstrong wirebound boxes. No matter what the weight or shape of your shipments, there's a container to do it. Check 7.

READY TO SOLVE the toughest traffic problem is this motor carrier. Check 8 for details.

MERGER MEANS MORE. This truck line now offers you direct through service in West, Midwest. Check 9.

END YOUR SHIPPING WORRIES. Fast deliveries; safe handling; full cooperation. Check 10 for details.

LOW-LEVEL TRAILERS for 12'6" states let you carry just as much freight as in the old 13' trailers. Profits stay up, gas and wear and tear costs go down. Find out more by checking 11.

SERVING THE EASTERN SEA-BOARD. Reliable, speedy, safe motor freight service. Check 12 for additional info.

DEPENDABLE, FAST motor freight service is yours with this carrier. Check 13 for details.

SPEED AIR CARGO AND CLERICAL WORK with this airline. Less forms to fill out, simpler documentation. And there's no cargo problem too tough to handle. Check 14.

TOP-NOTCH TRAFFIC-TRANSPORTATION SCHOOL, leader in the field, is at your service. Check 15.

SAFER, FASTER SHIPPING when you make stencils with this company's machine. FREE pamphlet is yours for checking 16.

DIRECT, DEPENDABLE, FAST. Motor freight service thru Tenn., Ky., Mo., Ga., Ala., and Ohio. Details, check 17.

DELIVERY TIME CUT on LTL, truckload shipments through Kansas City with this line's new terminal. Check 18.

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DIRECT SCHEDULED SERVICE TO

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SAFE, SPEEDY air shipments are the specialty of this air carrier. For details, check 19.

LET ONE DELIVERY, PICKUP DO THE JOB. Connecting line service on shipments to all states. Want the facts? Check 20.

PACKAGE EXPRESS SERVICE to many areas not reached by other public transportation. Seven-day-a-week, 24-hour-a-day service, nationwide. FREE details if you check 21.

CUT STENCILS WITH AIR POWER. This new attachment features push-button, air-operation, takes the work out of stencil cutting. Fits any of this company's machines. Check 22.

CONTAINER LEASING service for use with general cargo, household goods. Check 23.

GET YOUR AIR FREIGHT to Europe, the Middle East and Africa faster with this line. Daily flights and automatic bookings. Never "standby" enroute. Check 24.

BREAK BOTTLENECKS in addressing multiple shipments by typing stencil on typewriter and then printing with special applicator directly on carton or label. FREE brochure, check 25.

"ON THE GO FOR MID-AMERICA" is this trucker's promise. Check 26 for speed.

TERMINALS AND OFFICES in principal cities, long experience help this trucking company give speedy service and safe delivery. Want more information? Check 27.

EIGHT TERMINALS, 250 tractors, 280 semi-trailers—all geared to provide top-notch motor freight hauling. Check 28.

FOR TOP SKY CARGO service to Cuba. check 29.

TRAFFIC COURSE at home compiled by 175 prominent traffic executives. For further details check 30.

CARTONS CAN'T TEAR or open in transit if you use this reinforced gummed sealing tape. Check 31 for info.

ELIMINATE TRACING PROBLEMS with this carrier. Scheduled on line and off line. Check 32.

THREE TIMES FASTER, three times stronger than other sealing methods. this gummed tape comes in three types for every need. Check 33.

ADDRESS SHIPMENTS THREE TIMES FASTER with this new method. You roll on the address like rolling a rubber stamp. Check 34.

SPEED UP LABEL PASTING more than 50% with this semi-automatic feed label paster. FREE literature, check 35.

NO MORE INK PADS when you use this stencil roller. Ink supply is in the handle. This high-speed stenciling means 50% faster addressing. Check 36.

AUTOMATIC TACKERS end snags and costly tie-ups in the shipping room caused by clumsy label tacking. Check 37.

PROTECT YOUR GOODS with a shock recorder. Check 38.

USING TAPE can be easy—with the right equipment. Interested? Check 39.

SIXTY YEARS OF EXPERIENCE in freight forwarding help this company give you the fastest service to both coasts. Cross-country offices. Check 40.

SPEED SHIPPING ROOM PROCEDURES with these handy label gluers. Check 41.

NEW ARROWFLYTE SCHEDULE. Have your LTL shipments speed-treated. Check 42 for more info.

MIDWEST TO KNOXVILLE, Eastern Tennessee, Virginia and the Carolinas. Second morning delivery. Direct, through service. Check 43.

EFFICIENT, FAST motor freight pickup and delivery account for the leadership of this motor freight carrier. For more details, check 44.

Profile



L. M. Lanotte

One of the outstanding success stories of the motor truck industry has been that of T.I.M.E., Incorporated. Pacing that story has been the career of Loyd M. Lanotte, one of the youngest presidents of any large transportation company.

Psychologists speak of "images". Many have the "image" of a Texan as big in body, loud of voice, and a teller of tales—often suspected of taking full advantage of the truth. Lanotte is quiet, softspoken, sincerely interested in others. He has a sense of humor which quickly takes the boredom out of a meeting, substituting laughs and amusement. After listening to the growth of one of his terminal cities like Los Angeles, Lanotte will turn with a twinkle in his eye and say, "Now let me tell you about my home town of Post, Texas. They have had a hundred per cent increase in population . . . from 200 to 400!"

When still a student at Texas Tech in Lubbock, Texas, Lanotte worked for Arno Dalby who had, starting with one truck, built his "fleet" to ten. By 1946 Lanotte moved to Pacific Intermountain Express and stepped up the ladder to become District Manager of P.I.E.'s Los Angeles District. In 1954 Dalby remembered a good man and Lanotte returned to Lubbock to become Vice President and General Manager of T.I.M.E.

At that time, T.I.M.E.'s rights extended only from Los Angeles to Oklahoma City. In the five years since, the firm has extended its service Eastward to include Tulsa, Memphis, Little Rock, Nashville, Kansas City, St. Louis, Atlanta, Cincinnati, and Evansville.

T.I.M.E. today operates over a thousand pieces of equipment on its more than 6000 miles of rights. The firm employs well over 1400 people. The first truck line in history to issue a

schedule, T.I.M.E. is rightfully considered one of the most progressive carriers in the nation.

No small amount of the company's success can be attributed to Lanotte's tireless efforts. And it came as no surprise when, late last year, Lanotte was elected to replace Arno Dalby as President of T.I.M.E., Dalby himself becoming Chairman of the Board.

Lanotte is no stranger to industry affairs. Currently President of the Western Highway Institute, and a member of the Board of Governors of the Common Carriers Conference, he has held similar posts of honor in the trucking industry in the past,

having been Vice President of the New Mexico Trucking Association, Director of the American Trucking Associations, District Chairman of the Public Relations Committee of the Texas Motor Trucking Association.

Wherein lies the ability to accomplish so much, so quickly?

Certainly what Lanotte has accomplished would have been beyond the limitations of time were it not for his ability to pick good men, give them the authority to act. Good men work not for bread alone and Lanotte receives full measure of enthusiasm and loyalty from those who are on his team.

As a double check...ship WILSON

✓ SAFE HANDLING
✓ DEPENDABLE SERVICE

Wilson offers the most modern equipment to handle your shipping needs . . . over 800 units of trailers, tractors and trucks. Forty trailers are insulated and others are further designed to solve your transportation problems. When you "double check" Wilson, you are fully protected with insurance against public liability and property damage and your cargo is insured up to one million dollars.

Call the Wilson office nearest you. They are listed below for ready reference.

Atlanta	Trinity 6-4881	Hartwell, Ga.	Franklin 6-2631
Athens	Liberty 3-3425	Kansas City	
Augusta	Park 4-5558	Harrison 1-0301	
Charleston	Myers 2-2658	Monroe, Ga.	6261
Chattanooga	Madison 9-3293	NASHVILLE	
	Cliffs 4-6730	Alpine 4-6641	
	Clarksville, Tenn.	Rome, Ga.	3728
	Midway 7-3641	St. Louis	GARfield 1-0441
Elberton, Ga.	898	Washington, Ga.	4785
Greenville, S. C.	Cedar 2-3609	Winder, Ga.	3911

General Office: 176 LAFAYETTE ST., NASHVILLE, TENN.

WILSON TRUCK COMPANY, INC.

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Sí, Sí, Sí...

fly your
CARGO
 via **CUBANA**
 to **CUBA**
 and the **CARIBBEAN**

CUBANA AIRLINES

342 Madison Ave., New York, N. Y. **Yukon 6-7878**
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Jack Sanders, Traffic Manager of Gerber, prescribes . . .

Fast Relief for Traffic Headaches!

Day in and day out, Jack Sanders matches shipments of baby food to the feeding habits of millions of babies—in ten thousand cities and towns from New York to San Francisco.

It's a demanding job but he's found that he can count on P·I·E Salesman Harvey Bishop with confidence for there's no schedule too complex . . . no load too large or small . . . no town too hard for P·I·E people to reach.

From salesman to clerk to dispatcher to driver there's a loyal determination to "deliver the goods . . . in good shape, in good time." *At P·I·E people spell the difference!*



PACIFIC INTERMOUNTAIN EXPRESS

TERMINALS & OFFICES IN PRINCIPAL CITIES. GENERAL OFFICES P·I·E
 BLDG., 14TH & CLAY STREETS, P. O. BOX 958, OAKLAND 4, CALIFORNIA

P·I·E Delivers the Goods in good shape . . . in good time!
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new
 products
 may, 1959

electric tape dispenser

A new electric gummed tape dispenser, capable of delivering up to four pre-determined lengths of tape, has been announced by Derby Sealers, Incorporated.



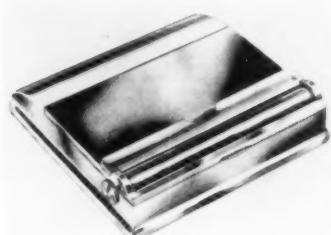
Said to be ideal for production line taping or the shipping operation requiring a variety of tape lengths, the unit—a member of the 300 series of Derby dispensers—may be controlled by either a foot treadle or remote control switches. It will dispense reinforced or kraft tape in lengths of up to 60" and in widths of up to 4".

Other key features: Plug-in receptacles for accessories; a patented floating shear-type knife; and a removable upper blade for easy cleaning.

(check 99 on Help-O-Gram card)

label gluer

Designed for applying glue to large ungummed labels, an improved heavy-duty label gluer has been developed by the Glue-Fast Equipment Company.



Easy to operate and simple to clean, the label gluer is available in three sizes—6", 9", and 12".

(check 100 on Help-O-Gram card)

cushioning material

Available in die-cut and laminated packs, as well as in custom made molds, *Armour Hairflex*—a product of Armour and Company—is said to cut shipping damage drastically by affording maximum protection against shocks and jars to in transit merchandise.

According to the manufacturer, because of its effectiveness, the protective packaging material reduces cushioning volume by 50 percent and may be used for years, thus eliminating the need for large supplies of one-time protective packaging ingredients.

Other advantages reportedly offered by the cushioning include ease of use, lower shipping expenditures, and effective moisture resistance.

(check 71 on Help-O-Gram card)

anti-skid solution

Said to slash damage and reduce hazards to handling personnel, a new anti-skid colloidal silica coating for cartons has been developed by the DuPont Corporation. Labeled *Ludox*, the solution reportedly permits carton tilting of up to 30 degree before slippage occurs—as compared with 15 degrees for untreated cartons.

(check 72 on Help-O-Gram card)

compact conveyor

A 12' conveyor, with a working angle of up to 60 degrees, is now available from the New London Engineering Company. Dubbed *The Steep-Grade*, the device—equipped with swiveling casters



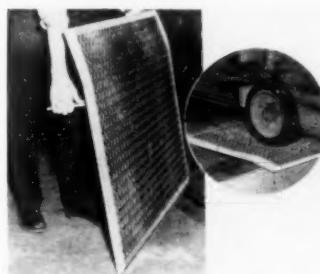
and an electric drive—is said to solve handling problems in tight spaces and narrow aisles and may be utilized to stack cartons to heights of up to 16'. (check 73 on Help-O-Gram card)

dock plates

Featuring safety tread surfaces for maximum power truck traction, a new

line of lightweight dock plates has been unveiled by Magline, Incorporated.

Developed to facilitate truck loading operations, the plates are constructed of



a high-strength light metal alloy and are available in standard 48" widths, from

24" to 60" long, and in other popular sizes.

Outstanding facets of the new dock plates include positive position stops, securely locking plates in place between the dock and the carrier, and bright yellow *Safe-T-Lane* markings along plate edges.

(check 74 on Help-O-Gram card)

tube marking machine

The Ideal Stencil Machine Company has announced the addition of a new tube marking device to its line of *Mark V Volumark Automatic Stenciling* units. The machine reportedly can be adapted automatically to mark any kind of material—including plastic, rubber, and



Hey, Jack, he wants to know if it's true that RED STREAK TAPES seal out dust, dirt and moisture . . . and that no other form of closure offers so much for so little.

THE BROWN-BRIDGE MILLS, INC., TROY, OHIO

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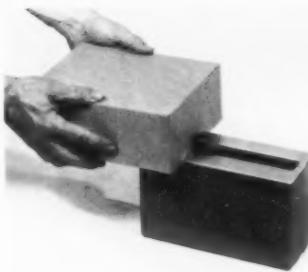
glass—beside its primary task of marking metal tubing.

Users, the company reports, may also choose their own method of marking, since the device will ink-stencil, dry-wipe ink into an impression, or impress an imprint into a wide variety of materials.

(check 75 on Help-O-Gram card)

box sealer

Easy to load and operate, a new box sealer has been created by the Minnesota Mining and Manufacturing Com-



pany. Designated the C-16, the component is designed to open like a book for fast loading with either Scotch Brand cellophane or film backed tape.

Each pass across the top of the dispenser with a box firmly places a 1½" right angle tape clip.

(check 76 on Help-O-Gram card)

NEWEST - FASTEST!

STENCILING METHOD

UNIVERSAL
ROLL-A-STENCIL
UNIVERSAL

TRADE MARK



- THREE TIMES FASTER than brushing or spraying for production stenciling of cartons and boxes.
- MOST ECONOMICAL ROLLER METHOD. ROLL-A-STENCIL INK costs less than 1/3 the price of other roller inks. Available in black and 5 colors.
- PATENTED TWIN ROLLER DESIGN gives neat as print stenciled impressions in one fast stroke.
- 30 SECONDS TO INK special self contained ink roller. One inking lasts up to 1000 stenciled impressions.
- ROLL-A-STENCIL is a proven dependable product . . . WRITE FOR COMPLETE INFORMATION.

UNIVERSAL FOUNTAIN BRUSH CO.
ST PETERSBURG, FLORIDA

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integrated land-sea service cuts expert shipping costs

Want concrete proof that integrated land-sea freight service can KO export transport, handling, and packaging costs? Just ask AMF Pinspotters, Incorporated, a subsidiary of the American Machine & Foundry Company.

AMF recently shipped equipment for 24 bowling alleys from the mid-west to Puerto Rico. Consisting of lumber, racks, automatic pinspotters, shoes, and pins, the items were moved in containers, via motor carrier, from Chicago to the Port of Newark. There they were immediately loaded aboard an outbound containership and hustled off to Puerto Rico.

Result? The door-to-door container service completely eliminated the need for conventional "break bulk" handling and export packaging. Saving registered by AMF in utilization integrated land-sea transport, as compared with other shipping methods: A solid \$8,000.

booklet describes plant sites in minnesota

Site seeking? The State of Minnesota believes it may have the perfect site—distribution and production-wise—for your company's new facility. Some 424 industrial sites in Minnesota are discussed in detail in a new 112-page bulletin, *Minnesota Welcomes New Industry*, recently published by the Department of Business Development. For your free copy, write to the organization at the State Capitol, Department 249, St. Paul, Minnesota.



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800 ROOMS \$4
WITH BATH from

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FAMILY RATES
No Charge for Children
12 and Under —

Harry E. Paulsen, General Manager
FACING GRAND CIRCUS PARK

DETROIT

*BASED ON TEST BY INDEPENDENT LABORATORY RESULTS ON REQUEST!

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Rexford PAPER COMPANY MILWAUKEE 9, WISCONSIN

INDUSTRIAL TV SPEEDS FREIGHT HANDLING AT KEY TRUCK TERMINAL

● The problem: Spending up the movement of inbound and outbound merchandise at motor freight terminals. One solution: Closed circuit television.

Recently installed at one of New York's busiest truck facilities—servicing as many as 800 vehicles daily—10 all-seeing TV cameras have slashed loading and unloading time sharply, facilitated the processing and handling of consignments, and enabled supervisory personnel to keep closer tabs on all facets of the terminal's operations.



Top: Before the installation of closed circuit TV, tie-ups were common in busy New York City terminal. Bottom: Today, consignments are handled with a new ease and efficiency.

What's more, according to one top terminal official, the ultra-modern TV installation has increased the number of trucks the facility may handle and has "cut minutes from the average time a trailer sits at the dock." Asserts the official: "In our split-second type of operation, nothing could be more important."

Briefly, here's how the industrial TV system works: Secured to beams above loading and storage areas are 10 high-powered TV "eyes"—so designed that



POTDEVIN Semi-Automatic Feed Label Paster

Instant adjustment for labels up to 7 1/2" wide. Operator's hands always free. Speeds-up production with minimum effort. Write for literature.



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208 North Street • Teterboro, N. J.

Designers and manufacturers of equipment for Bag Making, Printing, Coating, Laminating, Gluing and Labeling

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SAVE 50% ON YOUR ADDRESSING COSTS WITH AUTOMATIC ROL-FLO STENCILER

THE INK
SUPPLY IS
IN THE
HANDLE



Whether you must stencil 5 cartons or 5,000 the ROL-FLO will give you uninterrupted performance.

Proper pressure on the squeezable plastic handle keeps the roller saturated and working perfectly at all times. Designed especially for those whose stenciling needs call for a greater supply of ink or where an ink pad can not be conveniently carried.

This means high speed stenciling at a saving of 50% for your production line addressing.



SEND FOR YOUR FREE
COPY OF "HANDY HELPER"
SHIPPING ROOM SUPPLY CATALOG

DIAGRAPH-BRADLEY INDUSTRIES, INC.
P. O. BOX 269 HERRIN, ILL.

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HANSEN AUTOMATIC TACKERS

The clean, well-built design of Hansen Tackers, plus their rugged construction, points the way to faster, easier tacking. Insist on Hansen... for the best in Tackers.

A. L. HANSEN MFG. CO.
5027 Ravenswood Ave.
Chicago 40, Illinois

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To Maintain RELIABILITY In Transit Pre-Test with IMPACT-O-GRAPH

Manufacturers of delicate instruments for Aircraft and Missiles have learned that Quality Control is not enough to assure delivery of their products in undamaged condition.

Receivers of instruments now demand RELIABILITY. This simply means the assurance that the product is in proper working condition when it arrives at its destination.

The IMPACT-O-GRAPH is used to measure the shocks and impacts to which a product has been subjected. Test shipments are also made to pre-determine what kind of treatment is to be expected. With such data, the package engineer can design the proper package to protect the product under known shipping conditions.

The IMPACT-O-GRAPH further determines what degree of shocks or forces render the product unusable. This is particularly important in transporting delicate instruments.

IMPACT-O-GRAPH is an entirely self-contained three-way recorder. Shocks are graphed on a coated tape. It is available in many different sensitivities. Some models record the impact in connection with the time element involved. Others are impact activated; that is, the tape advances when the recorder is subjected to impact.

Many government agencies insist that the IMPACT-O-GRAPH be used by their suppliers for shipping delicate instruments.

Write now for the brochure telling the whole story. IMPACT-O-GRAPH is National Safe Transit approved.

THE IMPACT-O-GRAPH CORPORATION

1900 Euclid Ave., Cleveland 15, Ohio

Cherry 1-5838

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they may adapt to light conditions and make other necessary adjustments automatically.

Nine of the TV cameras each cover from four to eight of the mammoth facility's 43 bays. The 10th camera, centrally located, is operated by remote control by the terminal's operations office dispatcher. From his booth he may point the camera in all directions and utilize any one of four specially-designed lenses for close-up shots of areas not blanketed by the fixed cameras.



Control panel allows supervisor to see terminal at a glance.

Under the unique TV system, the dispatcher—without moving from his control center—may see what is happening all over the terminal at a glance, merely by peering into the TV monitor screens next to him.

With a birdseye view of the facility, he may then direct each incoming driver to a specified loading bay along the truck dock; note the arrival of the vehicle; check it out when it departs; and move a new vehicle into the empty loading bay once its predecessor is on its way.

Result? One of the most efficient terminal operations in the country. Meaning to the shipper? An end to costly terminal delays, better service, faster deliveries, and reduced loss and damage to in-transit merchandise.

roller conveyor system cuts Poloron's distribution costs

Like to slash your distribution costs by at least \$12,000 a year? At the Poloron Products Company, a metal fabricating firm, they've done just that—thanks to a new high-speed roller conveyor installation which has lifted order-picking and shipping to a new level of efficiency.

Here's how the conveyor system operates: Order pickers select outbound items from pallets on gravity live storage racks and place them on double-decked accumulator lines. Hauling merchandise, these lines link up with a pair of inclined power belt conveyors leading to the shipping area.

Cartons, arriving in the shipping room, are then

Dependable Freight Forwarding at Low Cost
... Since 1899

LIFSHULTZ FAST FREIGHT
NEW YORK • CHICAGO • BALTIMORE • PHILADELPHIA • MILWAUKEE
SPRINGFIELD, MASS. • BOSTON • BLOOMFIELD • NEW HAVEN
LOS ANGELES • SAN FRANCISCO

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transferred to the loading dock, placed aboard waiting motor vehicles, and sent on their way.

That's all there is to it. Yet the system has streamlined Poloron's shipping operation, cutting handling and loading time by 200 man-hours a week and boosting the tempo with which orders are filled and dispatched to customers.

boltless storage racks reduce storage requirements by 75%

The Chance Vaught Aircraft Company—manufacturer of the FSU Crusader, the Navy's speediest operational fighter—has reduced its outdoor storage space requirements by 75 percent. How? Through the use of adjustable boltless storage racks.

Required by the Navy to retain dies, molds, and fixtures for five years, Chance Vaught used to store its master directly on the ground. This required 250,000 square feet of ground area. What's more, accessibility to stored material was difficult.

The same amount of material, however, is now being stored on one-fourth the ground space formerly required, thanks to Chance Vaught's new five tier racks. Accessibility has been vastly improved, since each aisle's storage area has been increased four to five times.

Total load on the company's boltless racks amounts to about 2½ million pounds. Average load per shelf is 1000 to 2000 pounds.

Faster handling, more efficient storage. That's UARCO of Chicago's answer to rising distribution-production costs.

An electric-driven fork truck, equipped with a special paper roll clamp, is playing a big part in the movement of a substantial tonnage of paper rolls per month handled in UARCO's plant, where business forms and equipment are manufactured.

The clamp revolves in a forward direction, rather than sideways. When paper rolls are set down in this fashion, they remain stationary. Otherwise they have a tendency to roll or tip over.

RUGGED SIMPLICITY! THE IDEAL DISPENSER FOR SHIPPING ROOM OR PRODUCTION LINE . . .



MODEL 32-T JOB-DESIGNED* TAPE DISPENSER by DERBY SEALERS

The ruggedly constructed, easy pulling 32-T is a typical example of the efficiency and durability of the Derby Sealer and Grip-A-Tab lines of gummed and pressure sensitive tape dispensers. "Job-designed" specifically for the shipping room and production line, the 32-T stands up under heavy day-after-day usage, even when dispensing the heavier reinforced tapes . . . delivers pre-determined lengths of properly moistened tape, consistently, for fast, easy sealing.



For further information write Dept. SM

DERBY SEALERS, INC. DERBY, CONN.

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For Greater Shipping Room Savings!

Glue-Fast

NOW APPLIES UNGUMMED LABELS — and the NEW NCR (no carbon required) LABELS

★ Faster! ★ More Efficiently! ★ More Economically!

10 DAY FREE TRIAL
No Obligation! Send request on business letterhead.

GLUE-FAST EQUIPMENT COMPANY, Inc.
9-11 White Street
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Manufacturers of
label gluers and liquid glues
for every purpose

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CLASSIFIED ADVERTISING

HELP WANTED

OUTSTANDING OPPORTUNITY! THE Comptometer Corp. is interested in creating a dynamic network of hard-hitting manufacturer's agents; distributors and jobbers for its Compto-Pak cutter and crimper line. These exclusive area franchises will go quickly to qualified representatives currently handling allied type shipping and packing lines, and familiar with high-profit, large-ticket selling. Product is easily saleable, on cost-cutting basis, to any company shipping small to medium units. Write, giving details and experience, to Mr. John Mizialko, Comptometer Corp., 1735 North Paulina St., Chicago 22, Ill. Mention this ad. All replies kept in strictest confidence.



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Customer Approved



NAVAJO
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**the most reliable time-saving
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LOOK FOR THE



BLUE-EYED INDIAN

CHECK THESE FAST SCHEDULES!

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OAKLAND → DALLAS
SAN FRANCISCO → OMAHA

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2nd Day

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6th Day

LOS ANGELES → NEW YORK CITY*
OAKLAND →
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Weekends excluded

*Interlined with Strickland Transportation Co.

When you use ARROWFLYTE here's what happens:

Special Executive
Supervision Insures
Reliability to Schedules.

Extra pickup and delivery
trucks insure prompt terminal
handling of all shipments.

Monitor Master central
control assures consistency
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NAVAJO FREIGHT LINES, INC.

National Headquarters

1205 SO. PLATTE RIVER DRIVE, DENVER, COLO.

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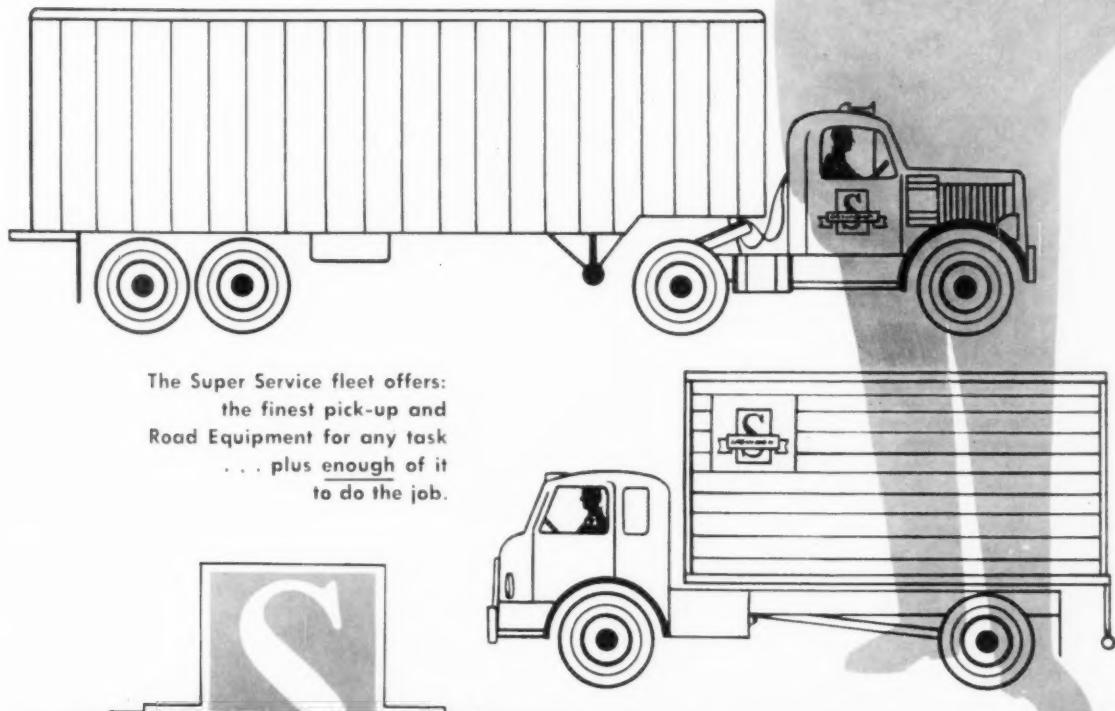
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"ask the man who ships"

After all, the traffic manager who "ships Super Service"—is the man who should know us best. On our part, we have done our utmost to earn his respect and confidence.

So, **ask the man who ships** Super Service. Then let us show you what Super Service can do for you.



The Super Service fleet offers:
the finest pick-up and
Road Equipment for any task
... plus enough of it
to do the job.



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SUPER SERVICE MOTOR FREIGHT CO.

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associated truck lines, inc.

15 ANDRE STREET, S.E. • GRAND RAPIDS, MICHIGAN



Associated... first in Michigan

now serving

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TOLEDO

CLEVELAND

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DAYTON COLUMBUS

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CINCINNATI

Acquired from the Geo. F. Alger Co., and operated under Temporary
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